

## **PSJ2 Exh 167**

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# Cephalon

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## *Promotional Response of FENTORA*

### *Findings*

*Prepared for: Dan Winkelman et al.*

Frazer, PA

Thursday, April 24, 2008



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- I. Physician Universe
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## I. Physician Universe



# Key Facts

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**Question: How many Skilled Users of Opioids, ROO writers, AB Targets, Fentora writers, and Actiq-only writers are we looking at?**

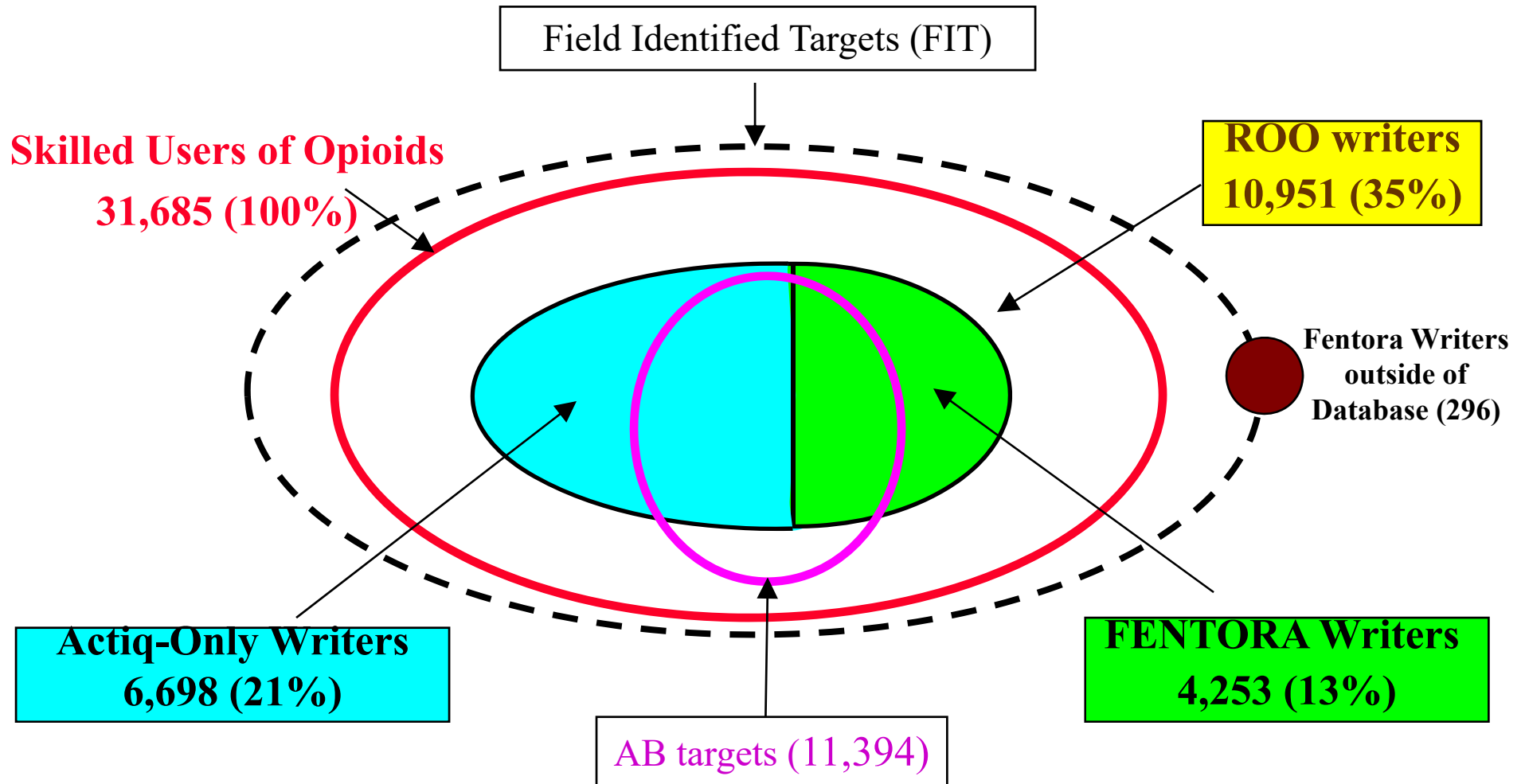
- Skilled Users of Opioids = 31,685 (excluding 296 Fentora writers outside of Database)
- ROO Writers = 10,951
- AB Targets = 11,384
- Fentora Writers = 4,253
- Actiq Only Writers = 3,276

**Note the universe of skilled users of opioids excludes some Field Identified Targets (FIT).**



# Physician Universe

Time Frame: Jan-Dec 2007

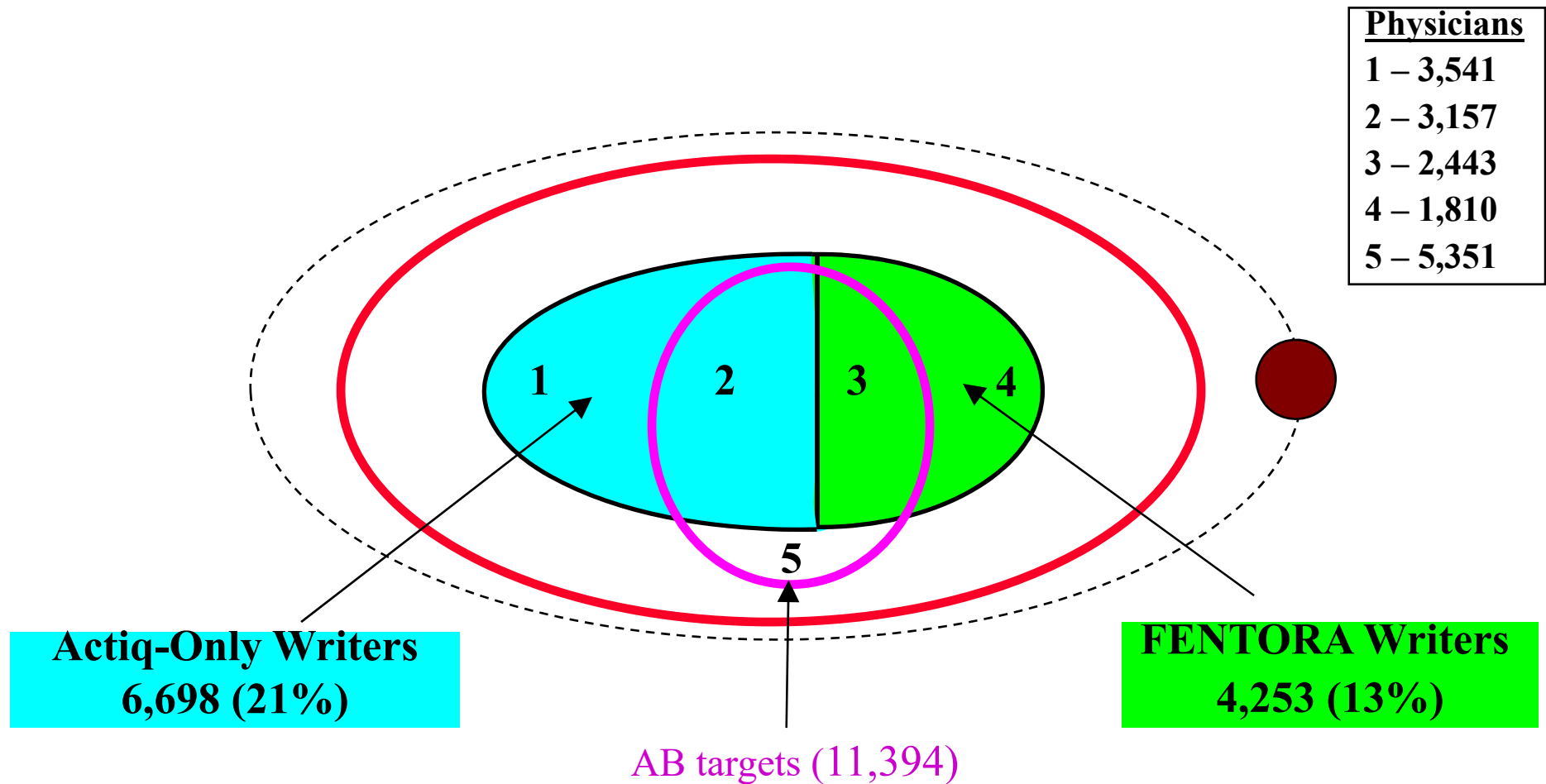




# Physician Universe – 2

Time Frame: Jan-Dec 2007

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## List of Promo Data Sources (8)

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### **Question: What are the data feeds pertaining to promotional channels?**

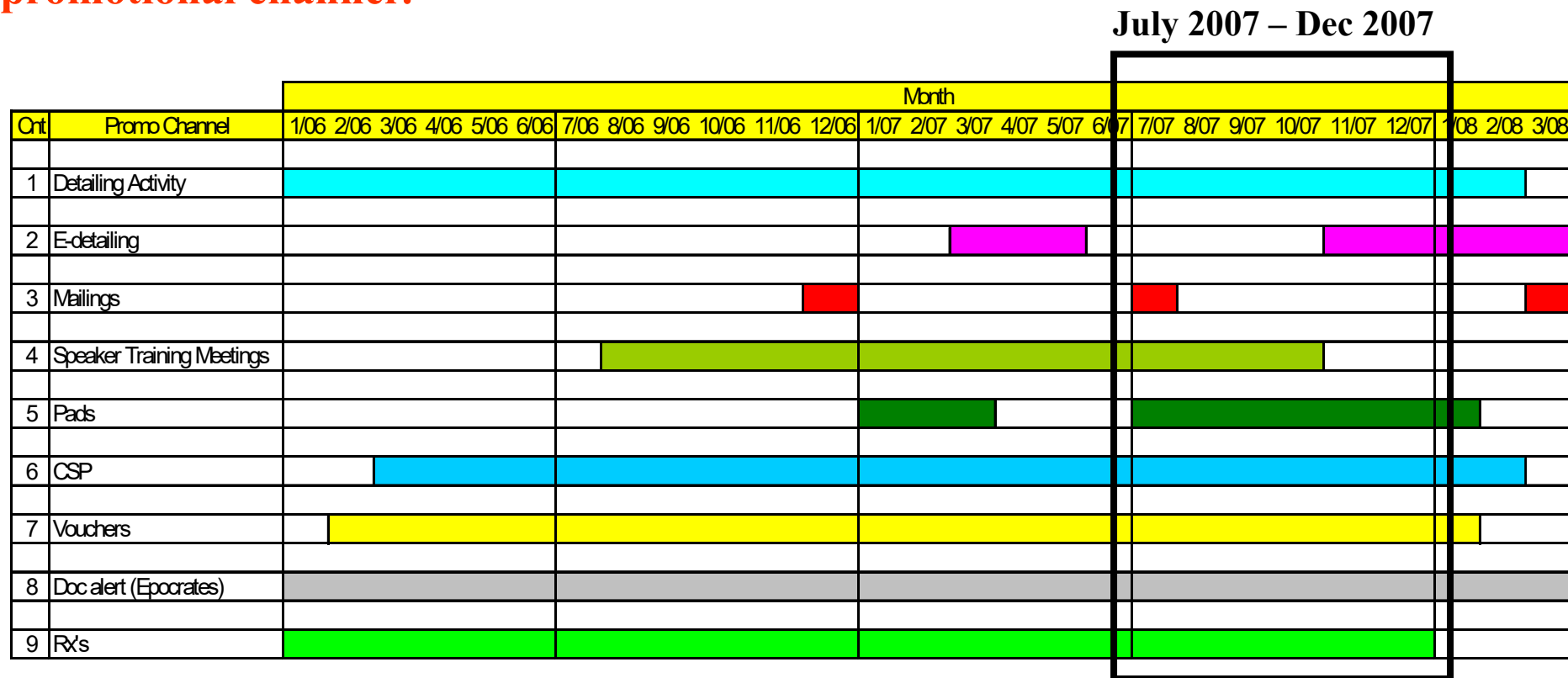
1. Detailing Activity
2. E-detailing
3. Mailing from Palio (mailing from PDR irrelevant for this analysis)
4. CSP (3 Rep-Driven vs. Marketing-Driven (SciMedica))
5. Speaker Training Meetings
6. Pads: Continuity and Tamper-Proof
7. Vouchers
8. Doc Alerts from Epocrates

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# Data Time Frames

**Question: What is the time frame of the data feed associated with each promotional channel?**





## II. Business Questions



## 7 Business Questions

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### **Question: What are the business questions that need to be addressed?**

1. Big picture: What is the spend by promotional channel? What promotional combinations seem to work best?
2. What is the promotional activity against the top 1,000 Fentora writers? How does their response curves look like? Should we keep on “pounding” on them?
3. How many calls does it take to get a physician to start writing FENTORA? What are regional differences if any?
4. How many calls and/or CSP’s are needed to “activate” a physician?
5. Are CSP’s used primarily to activate a physician or to keep a physician going? Break out by CSP type.
6. Are Vouchers used to activate a physician or to keep the physician going? How does that relate to the various strengths?
7. How much of the drop in Fentora detailing is due to Amrix detailing as opposed to a downsizing of the sales force (100 to 60) and relegating FENTORA to a second position detail?



## III. Findings



## III.1 Big Picture

What is the spend by promotional channel?

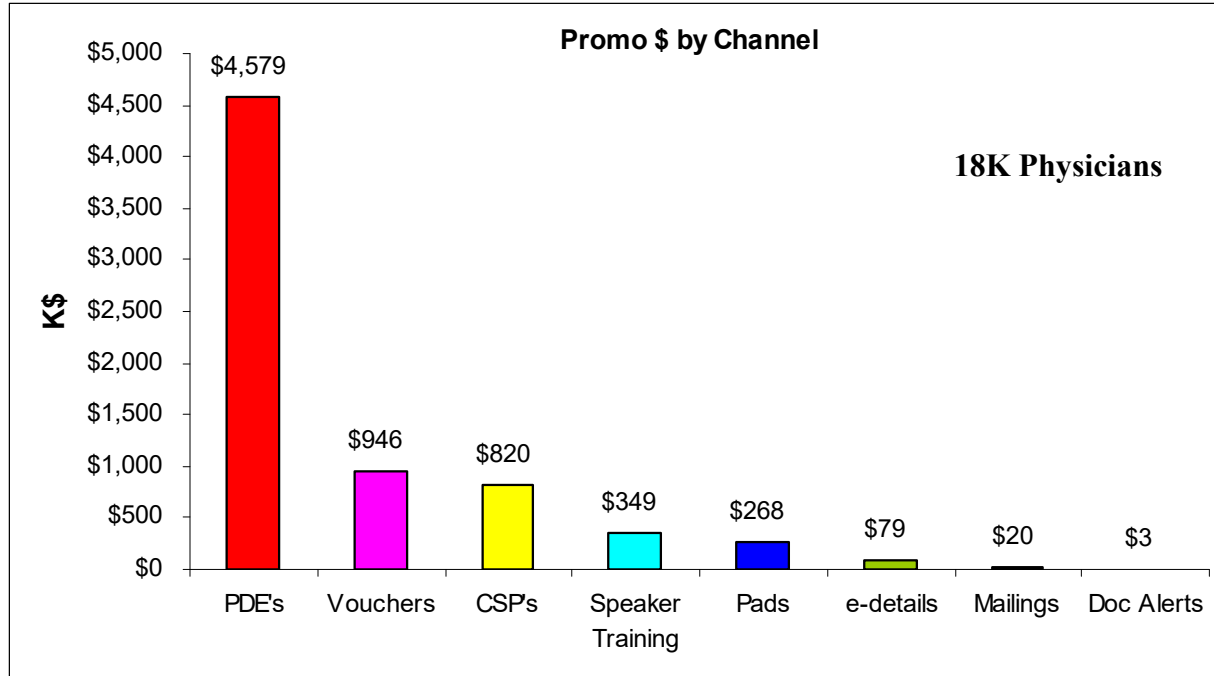
What promotional combinations seem to work best?



# Promo \$ by Channel

(Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007)

**Question: What is the spend by promotional channel?**



Cnt	Channel	Promo \$	% Promo
1	PDE's	\$4,578,750	65%
2	Vouchers	\$946,191	13%
3	CSP's	\$819,689	12%
4	Speaker Training	\$348,600	5%
5	Pads	\$267,826	4%
6	e-details	\$79,408	1%
7	Mailings	\$19,973	0%
8	Doc Alerts	\$3,068	0%
	Total	\$7,063,506	100%

**The top 3 promo channels are:**

**(1) Detailing (65%), (2) Vouchers (13%) and (3) CSP's (12%).**

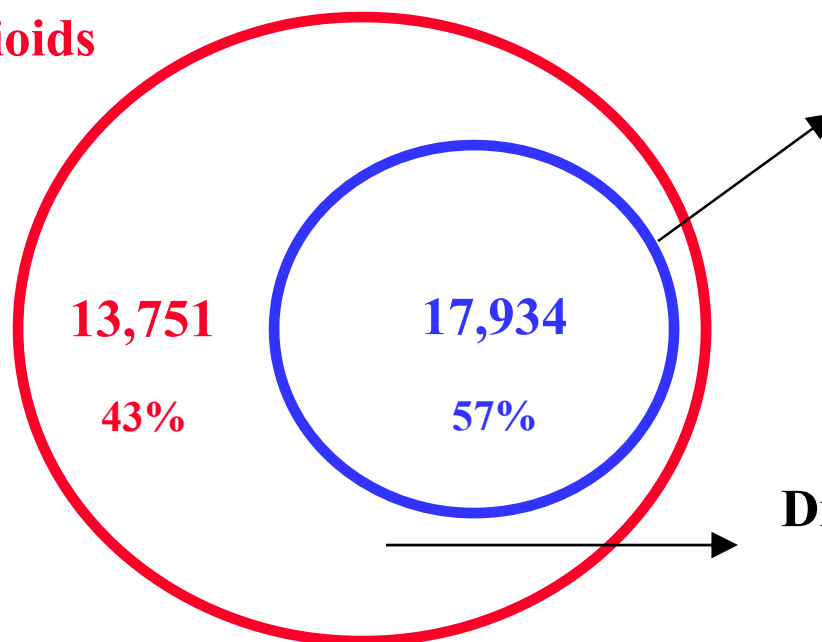


# Promotional Exposure

(Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007)

**Question: How many physicians received promotion?**

**Skilled Users of Opioids**  
**31,685**



**Received Promo \$**

**Did not Receive any  
Promo \$**

**57% of the Skilled Users of Opioids received some promotional exposure in Jul-Dec 2007.**

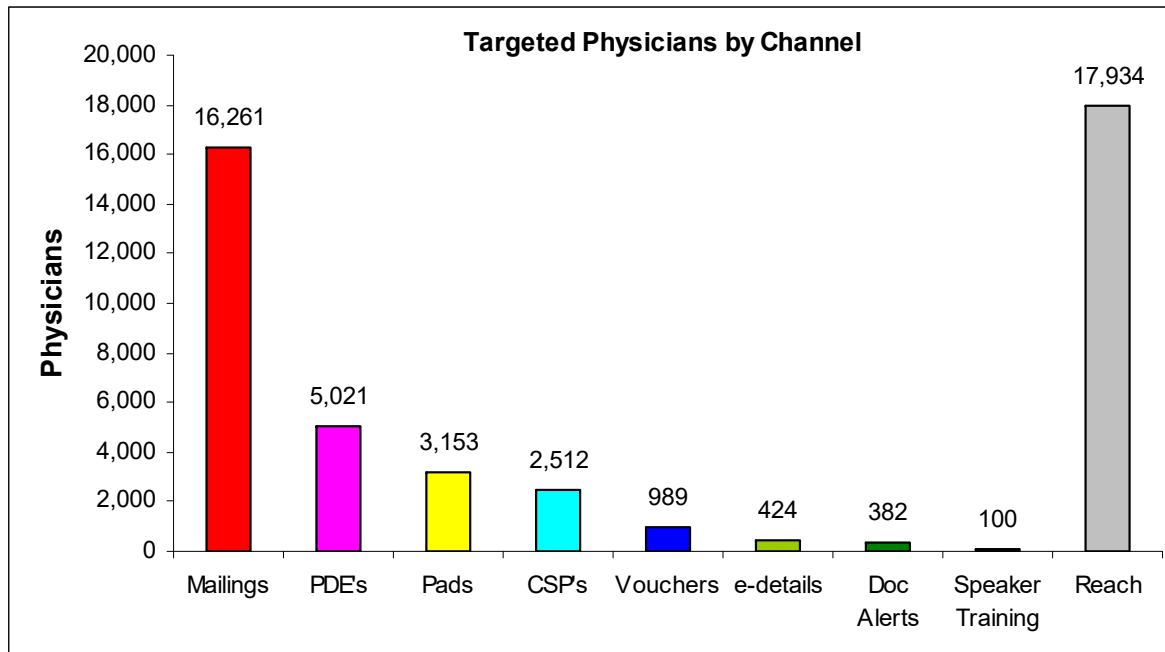




# Reach by Channel

Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

**Question: What is the spend by promotional channel?**



**Reach = 17,934 Physicians**

Cnt	Channel	Physicians	% Phys.
1	Mailings	16,261	91%
2	PDE's	5,021	28%
3	Pads	3,153	18%
4	CSP's	2,512	14%
5	Vouchers	989	6%
6	e-details	424	2%
7	Doc Alerts	382	2%
8	Speaker Training	100	1%
	Total	28,842	161%
	Reach	17,934	100%
	Channels/Phys	1.61	
	Physicians	31,685	

**91% of the physicians that were reached through some promotional channel received Mailings. 28% were detailed, 18% received pads, and 14% CSP's.**

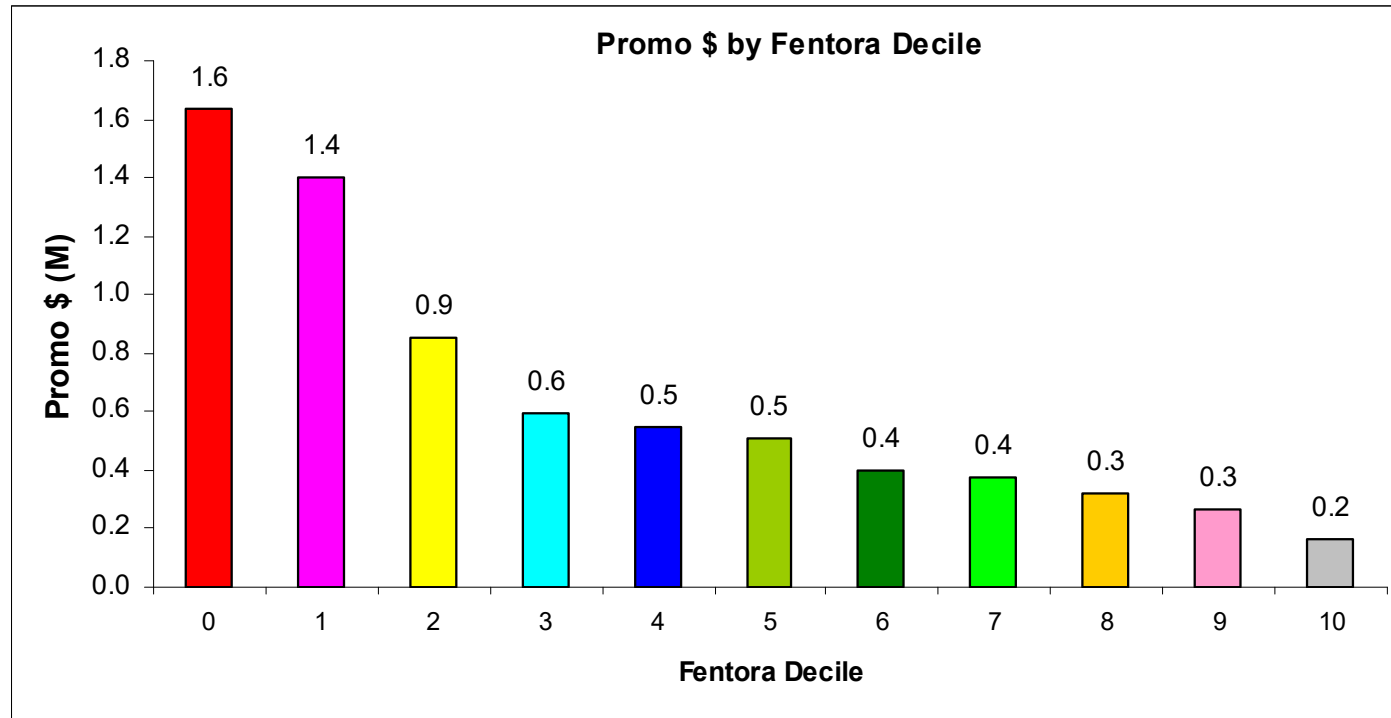


# Promo \$ by Fentora Decile

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Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

**Question: What is the promotional spend by Fentora decile?**



**43% of the Promo \$ went to Fentora deciles 0 and 1 physicians. Those 2 deciles alone contain 95% of all the Skilled Users of Opioids.**

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# Promo \$ by Fentora Decile – Data

Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

Fentora Decile	Physicians	%Phys	Promo M\$	% Promo	% Cum	Fentora(\$M)
0	27,432	87%	1.6	23%	23%	0.0
1	2,649	8%	1.4	20%	43%	4.9
2	628	2%	0.9	12%	55%	6.5
3	321	1%	0.6	8%	63%	6.9
4	216	1%	0.5	8%	71%	7.0
5	154	0%	0.5	7%	78%	6.5
6	108	0%	0.4	6%	84%	7.0
7	72	0%	0.4	5%	89%	7.6
8	57	0%	0.3	5%	94%	5.5
9	34	0%	0.3	4%	98%	7.5
10	14	0%	0.2	2%	100%	7.6
Total	31,685	100%	7.1	100%		67.0

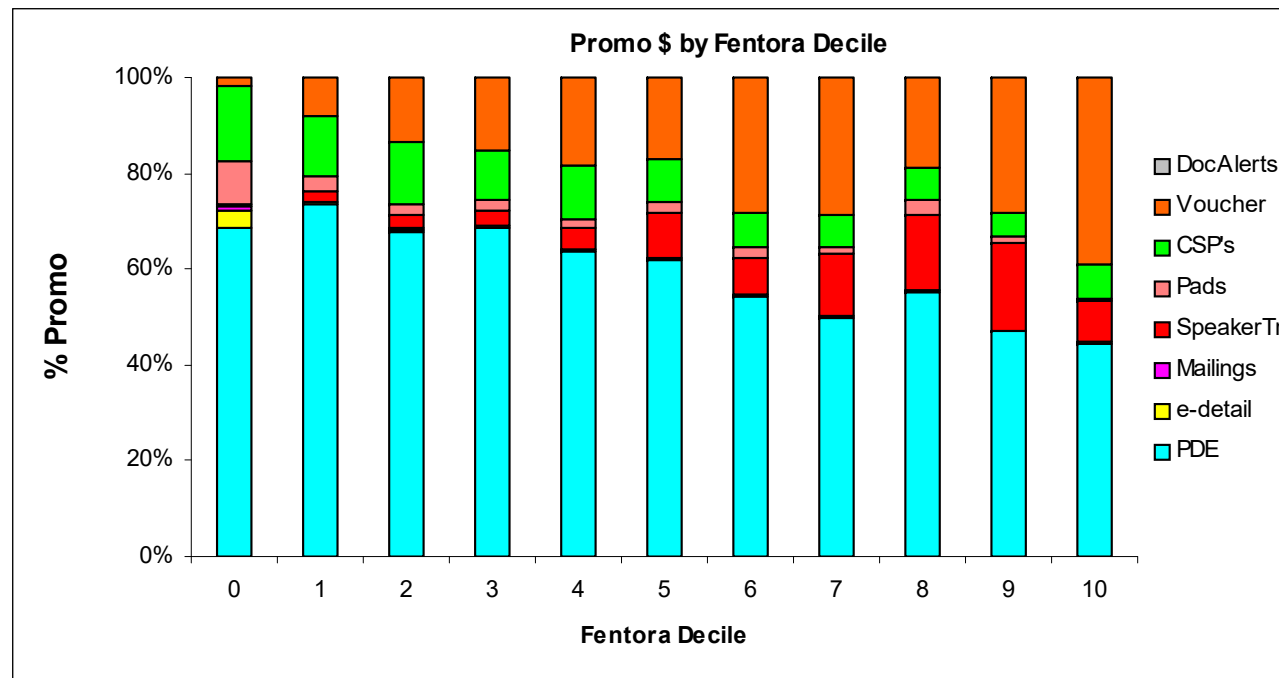


# Promo \$ by Fentora Decile & Channel

Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

**Question: What is the difference in channel mix across deciles?**

## Marketing & Sales



**All deciles receive detailing and the share of detailing decreases as we go up the deciles. Decile 10 physicians receive a significant amount of vouchers and that decreases as we go down the deciles.**

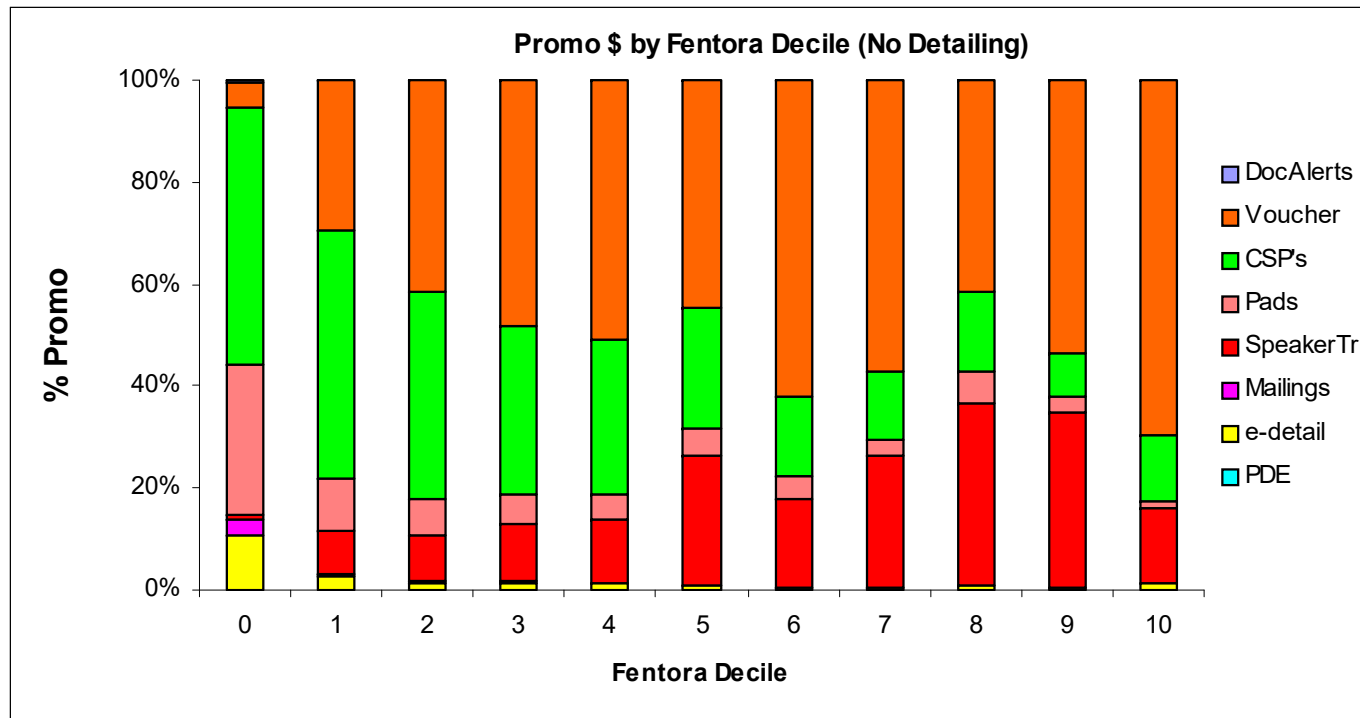


# Marketing Promo \$ by Fentora Decile

Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

**Question: What is the difference in marketing channel mix across deciles?**

## Marketing Only



**Decile 0 receives mailing, e-detailing, and pads more than the other deciles.**

**Deciles 7-9 get a significant amount of speaker training.**



# Promo \$ by Fentora Decile & Channel – Data

Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

**Question: What is the spend by promotional channel of the various physician deciles?**

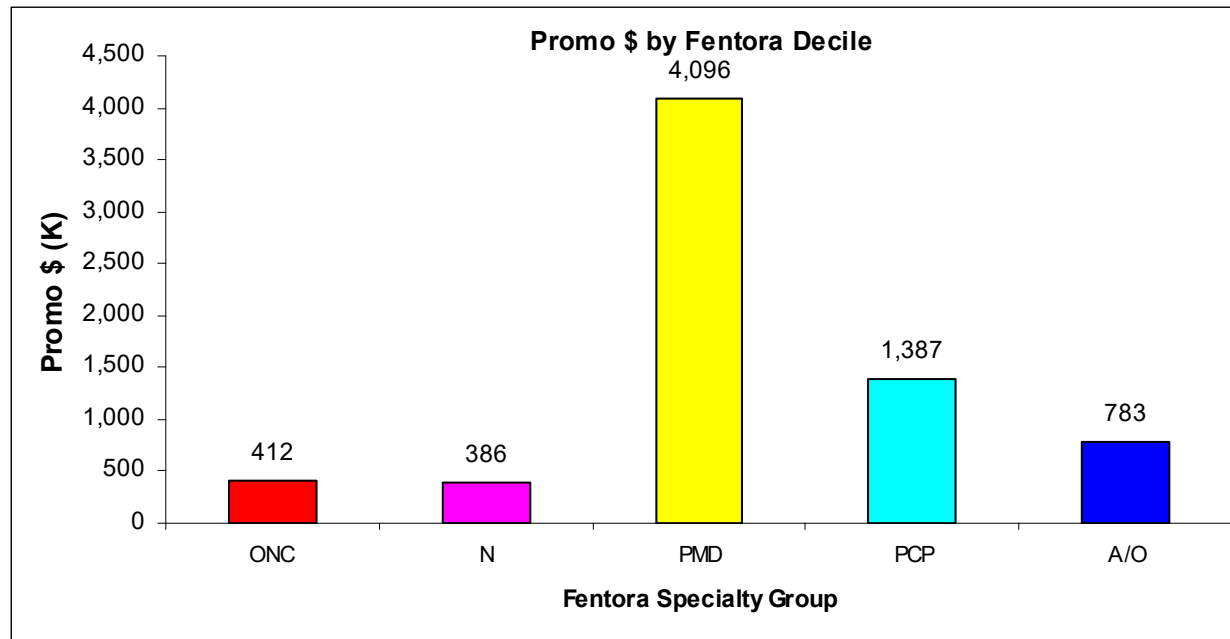
FentoraDecile	Promo Spend Jul-Dec 2007 (\$K)								
	PDE	e-detail	Mailings	SpeakerTr	Pads	CSP's	Voucher	DocAlerts	TotalPromo
0	1,124	54	16.6	3	150	258	25	2.0	1,632
1	1,025	10	1.9	31	38	181	110	0.5	1,398
2	581	4	0.6	24	20	112	114	0.2	856
3	408	3	0.3	21	12	62	91	0.1	596
4	348	3	0.2	24	10	60	101	0.1	546
5	313	2	0.2	49	10	46	85	0.1	505
6	215	1	0.1	31	8	28	112	0.0	396
7	189	1	0.1	49	6	26	108	0.0	378
8	179	1	0.1	52	9	23	61	0.0	324
9	125	0	0.0	49	4	12	75	0.0	266
10	74	1	0.0	14	1	12	65	0.0	167
Total	4,579	79	20.0	349	268	820	946	3.1	7,064



# Promo \$ by Specialty

Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

**Question: What is the promo spend by specialty?**



Fentora Spec	Physicians	%Phys	Promo K\$	% Promo	% Cum	Fentora(\$M)	Promo/Doc
ONC	3,997	13%	412	6%	6%	1.3	103
N	882	3%	386	5%	11%	2.9	438
PMD	4,876	15%	4,096	58%	69%	43.4	840
PCP	18,871	60%	1,387	20%	89%	10.6	73
A/O	3,059	10%	783	11%	100%	8.8	256
Total	31,685	100%	7,064	100%		67.0	223

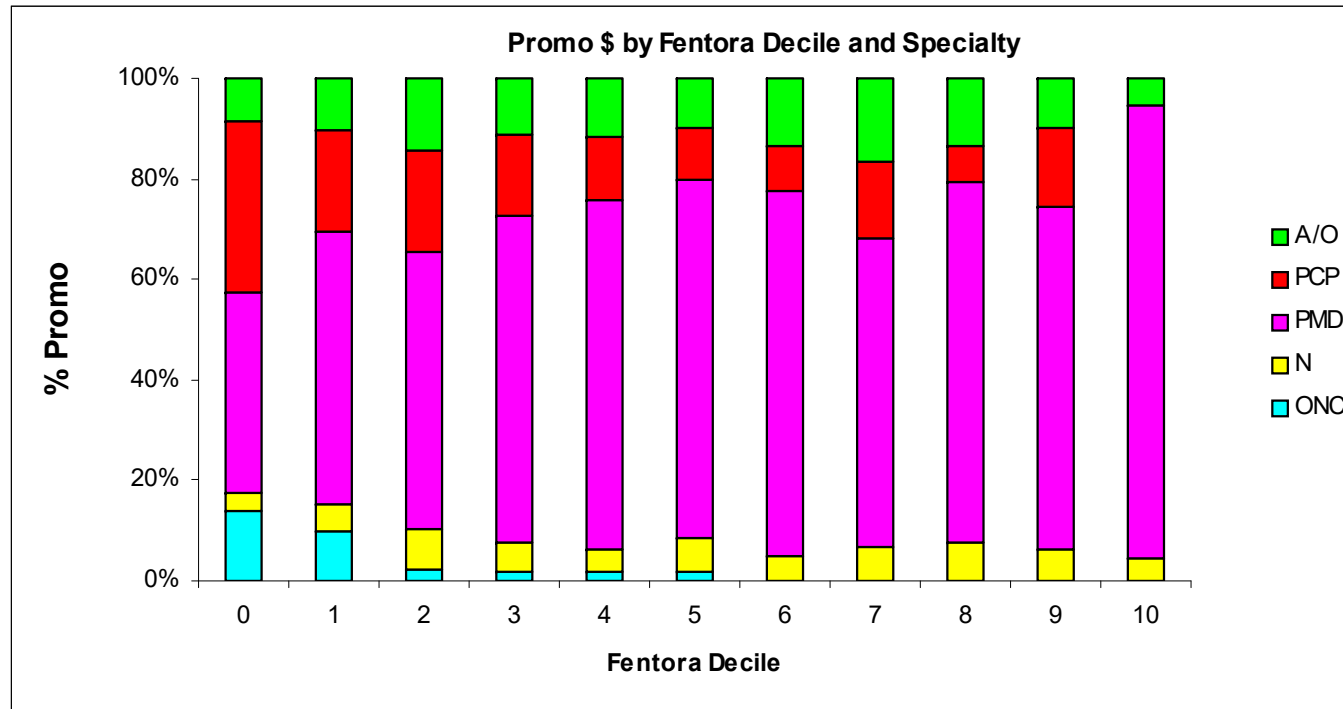
**58% of the Promo \$ go towards Pain Medicine Physicians (PMD's).**



# Promo \$ by Decile & Specialty

Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

**Question: Which specialties receive promotional exposure and how does that vary across deciles?**



The promotional spend goes towards 3 specialties (PMD, N, and A/O) in decile 10. PCP's are included as of decile 9 and oncologists as of decile 5. The share of promo \$ towards PCP's and oncologists increases as we go down the deciles.





# Promo \$ by Decile & Specialty – Data

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Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

**Question: What is the promo spend by decile and specialty?**

FentoraDecile	ONC	N	PMD	PCP	A/O	Total
0	224,075	60,074	649,318	559,373	139,577	1,632,416
1	137,192	73,207	761,515	282,259	143,509	1,397,683
2	20,731	65,894	473,549	171,440	124,205	855,820
3	9,980	35,773	386,761	95,764	67,507	595,785
4	10,337	24,187	379,922	67,112	64,137	545,695
5	9,361	33,010	360,674	52,314	49,704	505,064
6		20,049	287,112	35,172	53,169	395,502
7		25,854	231,437	58,463	62,371	378,126
8		24,294	233,327	22,936	43,935	324,493
9		16,243	182,277	41,704	25,882	266,105
10		7,734	150,265		8,818	166,816
Total	411,677	386,318	4,096,157	1,386,538	782,816	7,063,506

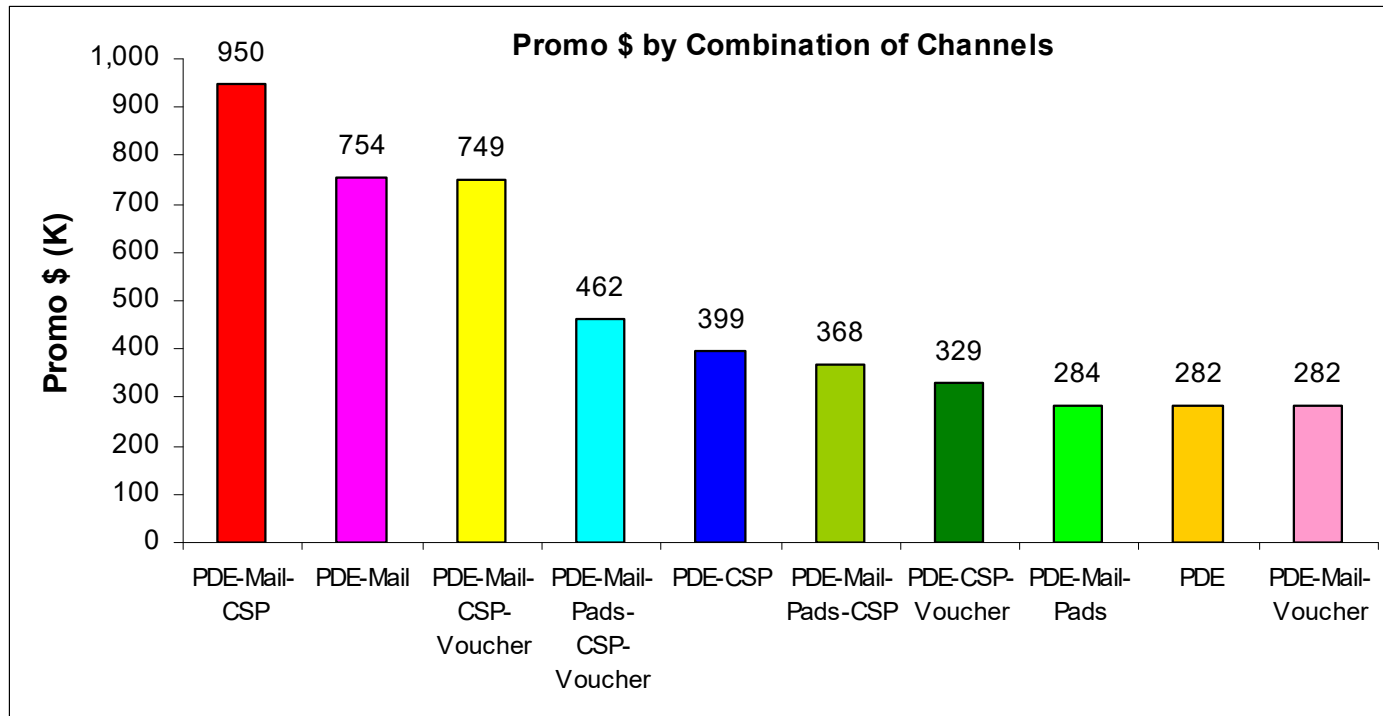
% Promo: Jul-Dec 2007						
FentoraDecile	ONC	N	PMD	PCP	A/O	Total
0	3%	1%	9%	8%	2%	23%
1	2%	1%	11%	4%	2%	20%
2	0%	1%	7%	2%	2%	12%
3	0%	1%	5%	1%	1%	8%
4	0%	0%	5%	1%	1%	8%
5	0%	0%	5%	1%	1%	7%
6		0%	4%	0%	1%	6%
7		0%	3%	1%	1%	5%
8		0%	3%	0%	1%	5%
9		0%	3%	1%	0%	4%
10		0%	2%		0%	2%
Total	6%	5%	58%	20%	11%	100%



# Top 10 Promo Combinations

Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

**Question: What are the most popular promotional combinations of channels?**



**The top 3 promotional combinations are: (1) PDE-Mail-CSP, (2) PDE-Mail, and (3) PDE-Mail-CSP-Vouchers. They represent 35% of the total promo \$.**



# Top 25 Promo Combinations

Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

Cnt	Type	Channels	Physicians	Promo(\$K)	%Promo	%CumPromo	Fentora(\$K)
1	PDE-Mail-CSP	3	768	950	13%	13%	5,574
2	PDE-Mail	2	1,460	754	11%	24%	4,867
3	PDE-Mail-CSP-Voucher	4	227	749	11%	35%	7,776
4	PDE-Mail-Pads-CSP-Voucher	5	124	462	7%	41%	5,186
5	PDE-CSP	2	313	399	6%	47%	3,004
6	PDE-Mail-Pads-CSP	4	242	368	5%	52%	2,063
7	PDE-CSP-Voucher	3	93	329	5%	57%	3,092
8	PDE-Mail-Pads	3	416	284	4%	61%	1,684
9	PDE	1	566	282	4%	65%	2,458
10	PDE-Mail-Voucher	3	152	282	4%	69%	3,348
11	PDE-Mail-Pads-Voucher	4	69	204	3%	72%	2,369
12	PDE-Mail-SpeakerTr-CSP-Voucher	5	17	152	2%	74%	1,377
13	PDE-Voucher	2	79	143	2%	76%	1,963
14	PDE-Mail-SpeakerTr-Pads-CSP-Voucher	6	11	114	2%	77%	1,138
15	PDE-Mail-SpeakerTr-Voucher	4	12	105	1%	79%	1,681
16	Mail-Pads	2	1,725	103	1%	80%	480
17	PDE-Mail-SpeakerTr-Pads-Voucher	5	10	102	1%	82%	2,189
18	Mail-CSP	2	292	68	1%	83%	134
19	PDE-Mail-SpeakerTr-CSP	4	9	62	1%	84%	267
20	PDE-eDetail-Mail-CSP-Voucher	5	16	62	1%	85%	1,046
21	PDE-Mail-CSP-DocAlerts	4	40	56	1%	85%	467
22	PDE-SpeakerTr-Voucher	3	6	55	1%	86%	919
23	PDE-eDetail-Mail-Pads-CSP-Voucher	6	12	54	1%	87%	539
24	PDE-SpeakerTr-CSP-Voucher	4	6	49	1%	88%	295
25	PDE-Pads-CSP	3	24	47	1%	88%	425
Total Top 25			6,689	6,234	88%		54,340
Other			11,245	830	12%	100%	12,675
Total			17,934	7,064	100%		67,015

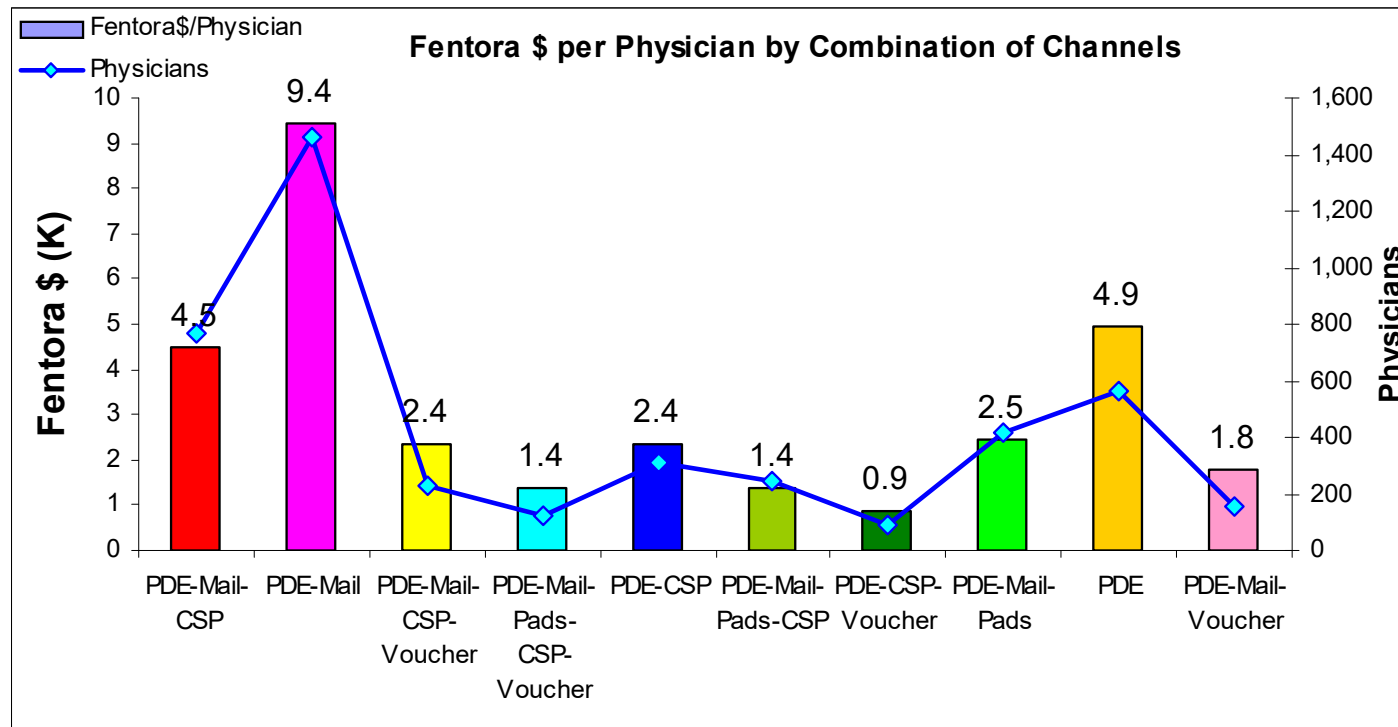
**The top 25 promo combinations represent 88% of the promo \$.**



## Top Promo Combinations – Reach & Productivity

Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

**Question: How many physicians are reached through the top 10 promo combinations. How much FENTORA do they write?**



**1,460 physicians receive the “PDE-Mail” promo combination and they each write \$9,400 of FENTORA (over 6 months time period).**

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# Top Promo Combinations – Reach & Productivity – Data

Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

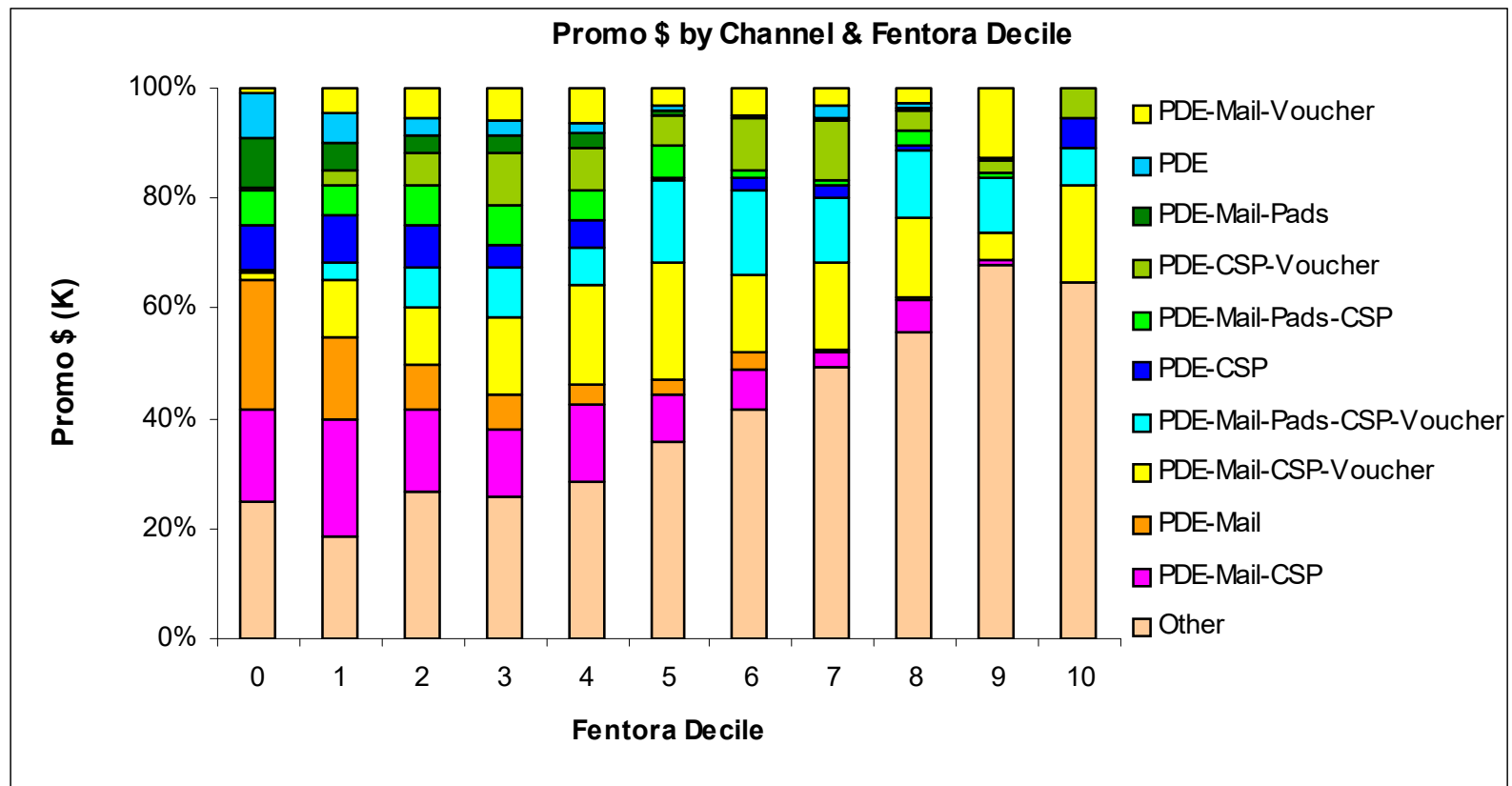
Cnt	Type	Channels	Physicians	Promo/Doc	Fentora\$/Doc
1	PDE-Mail-CSP	3	768	1,237	7,258
2	PDE-Mail	2	1,460	516	3,333
3	PDE-Mail-CSP-Voucher	4	227	3,299	34,257
4	PDE-Mail-Pads-CSP-Voucher	5	124	3,729	41,819
5	PDE-CSP	2	313	1,273	9,596
6	PDE-Mail-Pads-CSP	4	242	1,520	8,526
7	PDE-CSP-Voucher	3	93	3,538	33,244
8	PDE-Mail-Pads	3	416	682	4,047
9	PDE	1	566	498	4,343
10	PDE-Mail-Voucher	3	152	1,853	22,027
11	PDE-Mail-Pads-Voucher	4	69	2,957	34,336
12	PDE-Mail-SpeakerTr-CSP-Voucher	5	17	8,933	80,989
13	PDE-Voucher	2	79	1,806	24,845
14	PDE-Mail-SpeakerTr-Pads-CSP-Voucher	6	11	10,350	103,426
15	PDE-Mail-SpeakerTr-Voucher	4	12	8,715	140,117
16	Mail-Pads	2	1,725	60	278
17	PDE-Mail-SpeakerTr-Pads-Voucher	5	10	10,210	218,926
18	Mail-CSP	2	292	234	458
19	PDE-Mail-SpeakerTr-CSP	4	9	6,932	29,719
20	PDE-eDetail-Mail-CSP-Voucher	5	16	3,890	65,362
21	PDE-Mail-CSP-DocAlerts	4	40	1,404	11,685
22	PDE-SpeakerTr-Voucher	3	6	9,142	153,185
23	PDE-eDetail-Mail-Pads-CSP-Voucher	6	12	4,532	44,892
24	PDE-SpeakerTr-CSP-Voucher	4	6	8,187	49,117
25	PDE-Pads-CSP	3	24	1,948	17,705
Total Top 25			6,689	932	8,124
Other			11,245	74	1,127
Total			17,934	394	3,737



# Top Promo Combinations by Fentora Decile

Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

**Question: What are the top Promo combinations by Fentora Decile?**



**The top 10 combinations represent an increasing share of the promotional dollars as we go down the deciles. Indeed for decile 0, PDE-Mail w/ and w/o CSP becomes quite important.**



# Top 25 Promo Combinations by Physician

Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

**Question: What are the top 25 Promo combinations?**

Cnt	Rank	Type	Channels	Physicians	Promo/Doc	Fentora\$/Doc
1	14	PDE-Mail-SpeakerTr-Pads-CSP-Voucher	6	11	10,350	103,426
2	17	PDE-Mail-SpeakerTr-Pads-Voucher	5	10	10,210	218,926
3	22	PDE-SpeakerTr-Voucher	3	6	9,142	153,185
4	12	PDE-Mail-SpeakerTr-CSP-Voucher	5	17	8,933	80,989
5	15	PDE-Mail-SpeakerTr-Voucher	4	12	8,715	140,117
6	24	PDE-SpeakerTr-CSP-Voucher	4	6	8,187	49,117
7	19	PDE-Mail-SpeakerTr-CSP	4	9	6,932	29,719
8	23	PDE-eDetail-Mail-Pads-CSP-Voucher	6	12	4,532	44,892
9	20	PDE-eDetail-Mail-CSP-Voucher	5	16	3,890	65,362
10	4	PDE-Mail-Pads-CSP-Voucher	5	124	3,729	41,819
11	7	PDE-CSP-Voucher	3	93	3,538	33,244
12	3	PDE-Mail-CSP-Voucher	4	227	3,299	34,257
13	11	PDE-Mail-Pads-Voucher	4	69	2,957	34,336
14	25	PDE-Pads-CSP	3	24	1,948	17,705
15	10	PDE-Mail-Voucher	3	152	1,853	22,027
16	13	PDE-Voucher	2	79	1,806	24,845
17	6	PDE-Mail-Pads-CSP	4	242	1,520	8,526
18	21	PDE-Mail-CSP-DocAlerts	4	40	1,404	11,685
19	5	PDE-CSP	2	313	1,273	9,596
20	1	PDE-Mail-CSP	3	768	1,237	7,258
21	8	PDE-Mail-Pads	3	416	682	4,047
22	2	PDE-Mail	2	1,460	516	3,333
23	9	PDE	1	566	498	4,343
24	18	Mail-CSP	2	292	234	458
25	16	Mail-Pads	2	1,725	60	278
		Total Top 25		6,689	932	8,124
		Other		11,245	74	1,127
		Total		17,934	394	3,737

The “PDE-Mail-SpeakerTr-Pads-CSP-Voucher” combo represents the highest promo spend (\$10,350 per physician) and “Mail-Pads” the lowest spend (\$60 per physician) among the top 25 combinations.

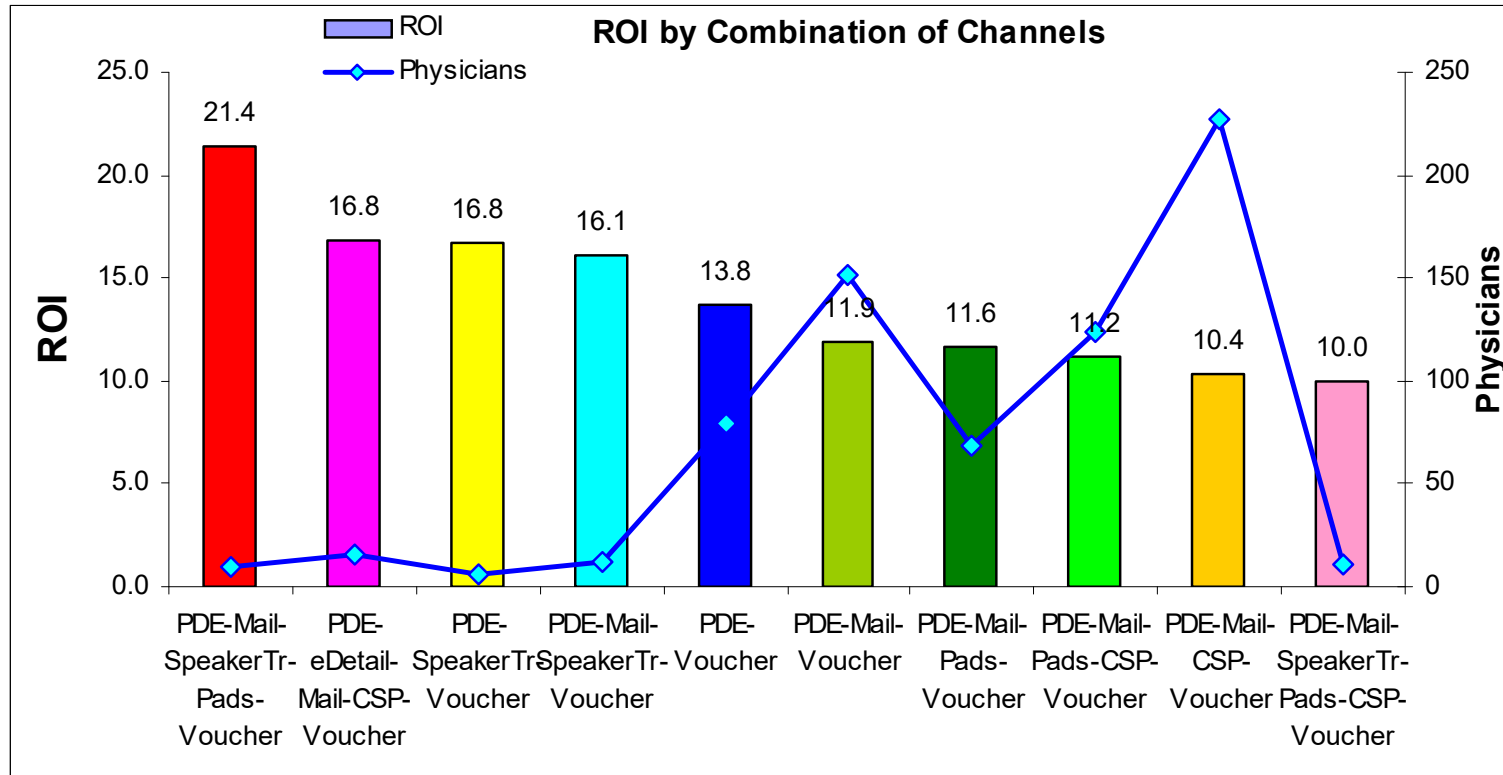


# Top Promo Combinations by ROI

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Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

**Question: What are the top Promo combinations by ROI?**



**The “PDE-Mail-SpeakerTr-Pads-Voucher” combo has the highest ROI (21.4).**





# Top 25 Promo Combinations by ROI

Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

**Question: What are the top 25 Promo combinations by ROI?**

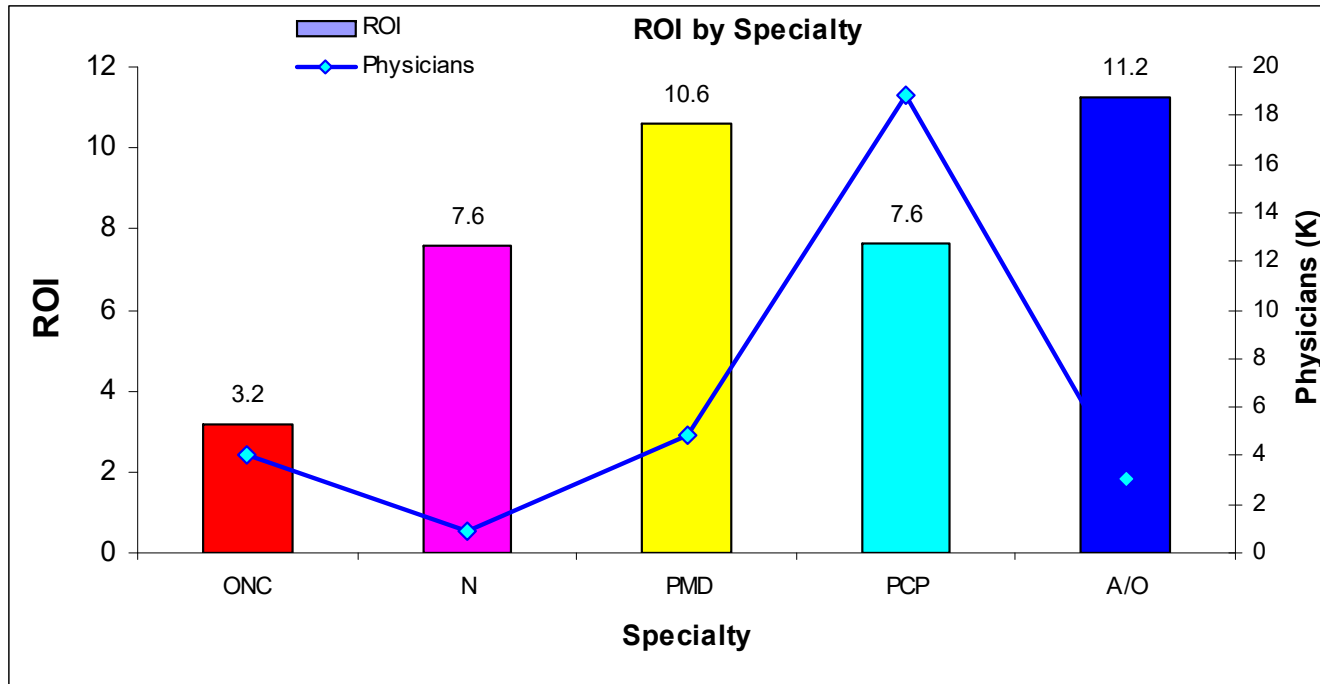
Cnt	Rank	Type	Channels	ROI	Physicians	Promo/Doc	Fentora\$/Doc
1	17	PDE-Mail-SpeakerTr-Pads-Voucher	5	21.4	10	10,210	218,926
2	20	PDE-eDetail-Mail-CSP-Voucher	5	16.8	16	3,890	65,362
3	22	PDE-SpeakerTr-Voucher	3	16.8	6	9,142	153,185
4	15	PDE-Mail-SpeakerTr-Voucher	4	16.1	12	8,715	140,117
5	13	PDE-Voucher	2	13.8	79	1,806	24,845
6	10	PDE-Mail-Voucher	3	11.9	152	1,853	22,027
7	11	PDE-Mail-Pads-Voucher	4	11.6	69	2,957	34,336
8	4	PDE-Mail-Pads-CSP-Voucher	5	11.2	124	3,729	41,819
9	3	PDE-Mail-CSP-Voucher	4	10.4	227	3,299	34,257
10	14	PDE-Mail-SpeakerTr-Pads-CSP-Voucher	6	10.0	11	10,350	103,426
11	23	PDE-eDetail-Mail-Pads-CSP-Voucher	6	9.9	12	4,532	44,892
12	7	PDE-CSP-Voucher	3	9.4	93	3,538	33,244
13	25	PDE-Pads-CSP	3	9.1	24	1,948	17,705
14	12	PDE-Mail-SpeakerTr-CSP-Voucher	5	9.1	17	8,933	80,989
15	9	PDE	1	8.7	566	498	4,343
16	21	PDE-Mail-CSP-DocAlerts	4	8.3	40	1,404	11,685
17	5	PDE-CSP	2	7.5	313	1,273	9,596
18	2	PDE-Mail	2	6.5	1,460	516	3,333
19	24	PDE-SpeakerTr-CSP-Voucher	4	6.0	6	8,187	49,117
20	8	PDE-Mail-Pads	3	5.9	416	682	4,047
21	1	PDE-Mail-CSP	3	5.9	768	1,237	7,258
22	6	PDE-Mail-Pads-CSP	4	5.6	242	1,520	8,526
23	16	Mail-Pads	2	4.7	1,725	60	278
24	19	PDE-Mail-SpeakerTr-CSP	4	4.3	9	6,932	29,719
25	18	Mail-CSP	2	2.0	292	234	458
		Total Top 25		8.7	6,689	932	8,124
		Other		15.3	11,245	74	1,127
		Total		9.5	17,934	394	3,737



# ROI by Specialty

Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

**Question: What is the ROI by specialty?**



**The A/O category, which contains Rheumatologists and Emergency Medicine among other specialties, counts 3,000 odd physicians and has a hefty ROI of 11.2.**

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# ROI by Specialty – Data

Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

Fentora Specialty Group	Physicians	ROI	Promo \$K	Fentora \$K	Promo/Phys	Fentora\$/Phys
ONC	3,997	3.2	412	1,314	103	329
N	882	7.6	386	2,930	438	3,322
PMD	4,876	10.6	4,096	43,377	840	8,896
PCP	18,871	7.6	1,387	10,591	73	561
A/O	3,059	11.2	783	8,803	256	2,878
Grand Total	31,685	9.5	7,064	67,015	223	2,115

Specialties within A/O							
Cnt	Prim Specialty	Physicians	ROI	Promo K\$	Fentora K\$	Promo/Phys	Fentora/Phys
1	UNK	529	6.6	165	1,089	311	2,059
2	RHU	412	12.6	82	1,028	199	2,495
3	US	386	9.7	49	472	126	1,224
4	EM	305	16.4	74	1,211	242	3,969
5	AM	248	7.6	108	820	435	3,307
6	OBG	135	17.4	6	105	45	777
7	ID	109	1.6	3	5	30	48
8	GE	107	51.4	3	134	24	1,251
9	US2	95	6.7	70	470	735	4,945
10	PUD	87	22.4	5	103	53	1,185
	Other	646	15.3	220	3,366	340	5,211
	Total A/O	3,059	11	783	8,803	256	2,878



## III.2 Promo of Top 1,000 Fentora Writers

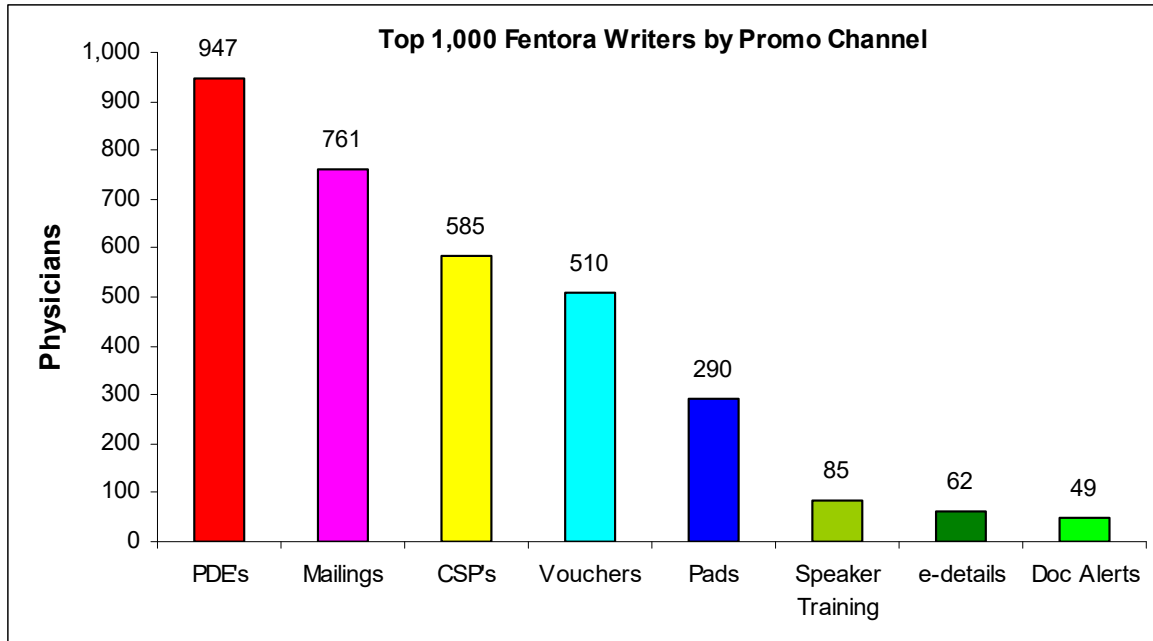
What is the promotional activity against the top 1,000 Fentora writers? How does their response curves look like? Should we keep on pounding on them?



## Top 1,000 Fentora Writers by Promo Channel

(Universe: 1,000 Top Fentora writers; Time Frame: Jul-Dec 2007)

**Question: Through what channels do we reach the top 1,000 Fentora writers?**



Cnt	Channel	Phys	% Phys
1	PDE's	947	95%
2	Mailings	761	76%
3	CSP's	585	59%
4	Vouchers	510	51%
5	Pads	290	29%
6	Speaker Training	85	9%
7	e-details	62	6%
8	Doc Alerts	49	5%
Total		3,289	
Unique		1,000	100%
Channels per Phys		3.3	

**947 of the top 1,000 Fentora writers receive PDE's.**

**761 receive mailings and 585 a CSP. Only 40 receive doc alerts.**

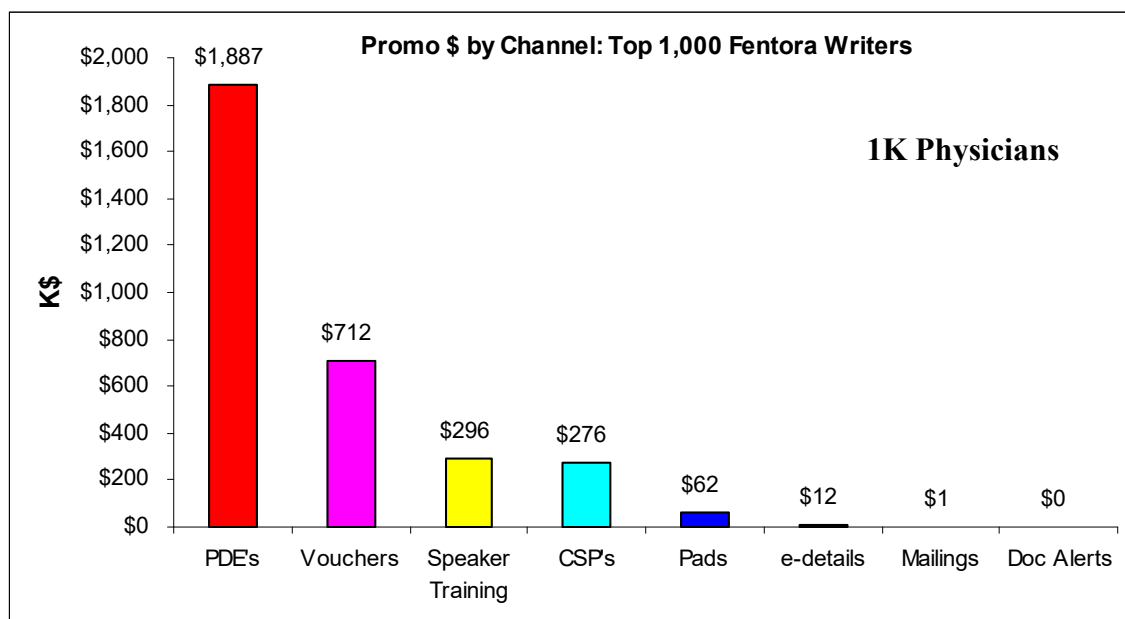
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# Top 1,000 Fentora Writers: Promo \$ by Channel

(Universe: 1,000 Top Fentora writers; Time Frame: Jul-Dec 2007)

**Question: What is the spend by promotional channel towards the top 1,000 writers?**



Cnt	Channel	K\$	
		Top 1000	%Top 1,000
1	PDE's	\$1,887	58%
2	e-details	\$12	0%
3	Mailings	\$1	0%
4	Speaker Training	\$296	9%
5	Pads	\$62	2%
6	CSP's	\$276	9%
7	Vouchers	\$712	22%
8	Doc Alerts	\$0	0%
Total		\$3,246	100%

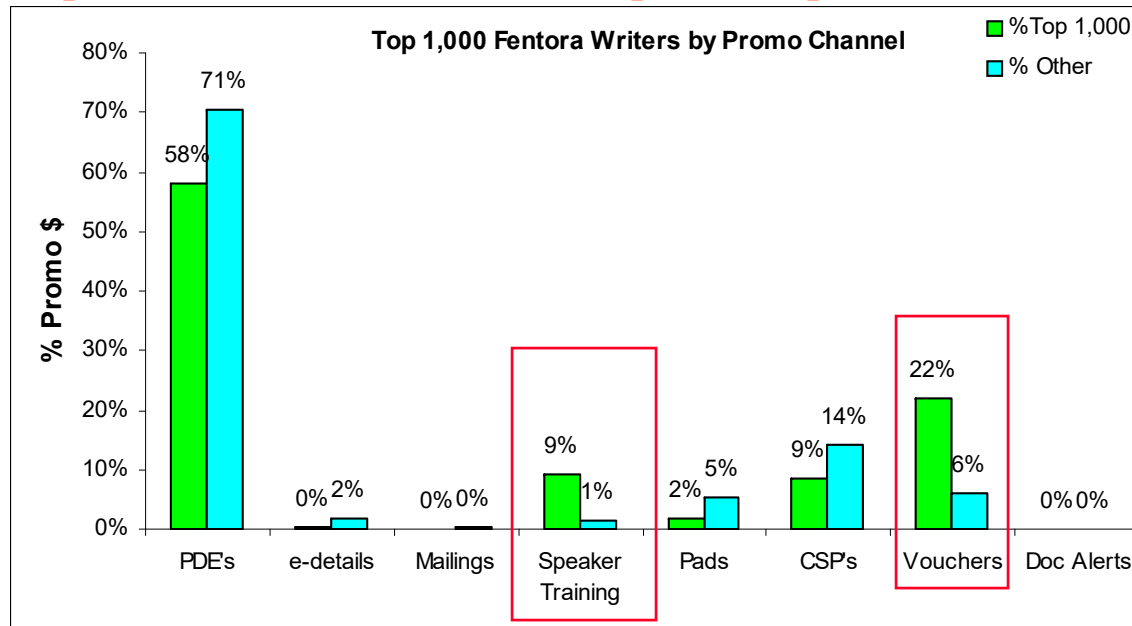
**The bulk of the spend is through detailing, Vouchers, Speaker Training and CSP's.**



# Top 1,000 Fentora Writers: Promo Comparison

(Universe: 1,000 Top Fentora writers; Time Frame: Jul-Dec 2007)

**Question: How does the promo breakout towards the top 1K compare with that towards other physicians?**



Cnt	Channel	K\$			
		Top 1000	%Top 1,000	OtherPhys	% Other
1	PDE's	\$1,887	58%	\$2,692	71%
2	e-details	\$12	0%	\$68	2%
3	Mailings	\$1	0%	\$19	0%
4	Speaker Training	\$296	9%	\$52	1%
5	Pads	\$62	2%	\$205	5%
6	CSP's	\$276	9%	\$544	14%
7	Vouchers	\$712	22%	\$235	6%
8	Doc Alerts	\$0	0%	\$3	0%
Total		\$3,246	100%	\$3,818	100%

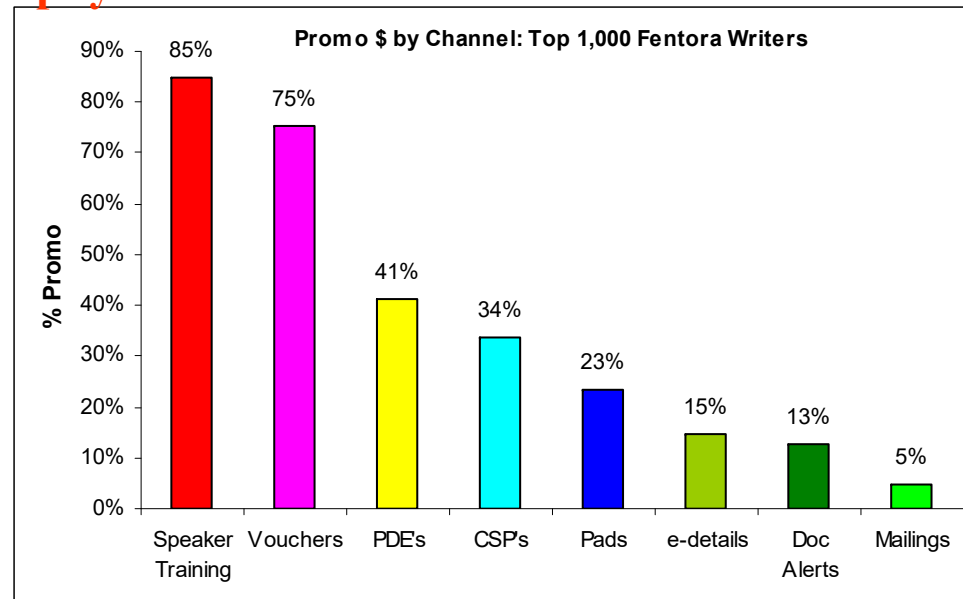
**The top 1,000 FENTORA writers get a relatively larger share of speaker training and Voucher dollars.**



# Top 1,000 Fentora vs. Other Writers: Promo \$ by Channel

(Universe: 1,000 Top Fentora writers; Time Frame: Jul-Dec 2007)

**Question: What is the breakout of the channel spend between the top 1,000 FENTORA writers and the other physicians?**



Cnt	Channel	K\$			
		Top 1000	%Top	OtherPhys	Total
1	PDE's	\$1,887	41%	\$2,692	\$4,579
2	Vouchers	\$712	75%	\$235	\$946
3	Speaker Training	\$296	85%	\$52	\$349
4	CSP's	\$276	34%	\$544	\$820
5	Pads	\$62	23%	\$205	\$268
6	e-details	\$12	15%	\$68	\$79
7	Mailings	\$1	5%	\$19	\$20
8	Doc Alerts	\$0	13%	\$3	\$3
	Sum	\$3,246	46%	\$3,818	\$7,064

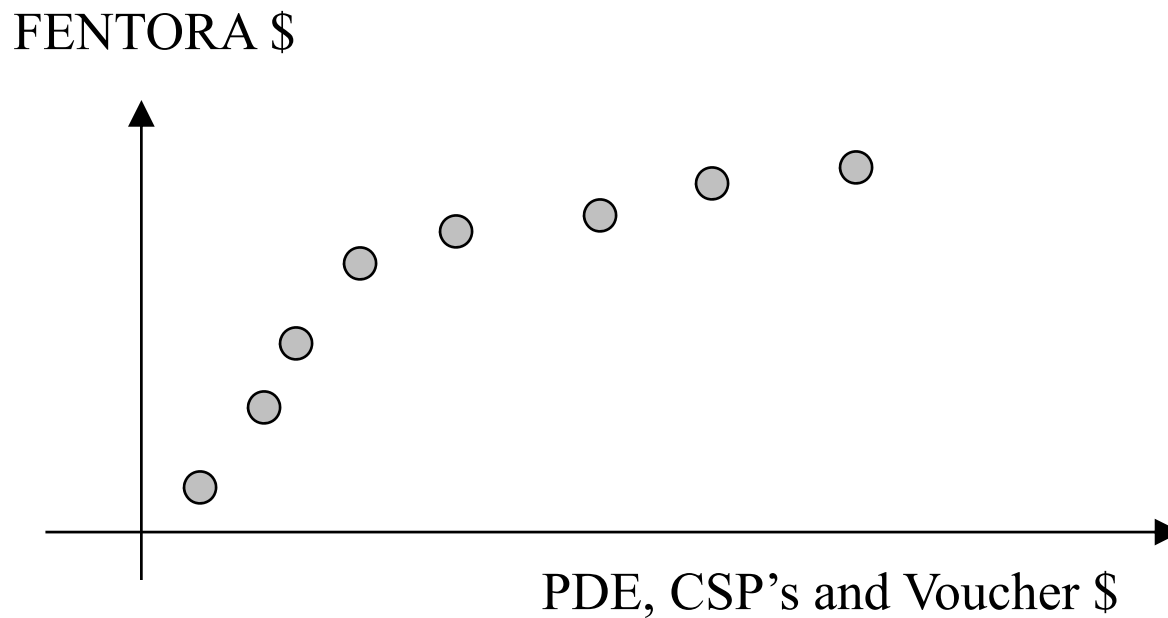
**The top 1,000 FENTORA writers get the lion share of Speaker Training.**



# Promo Response Curves – Definitions

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**Question: What promotional channels are included?**



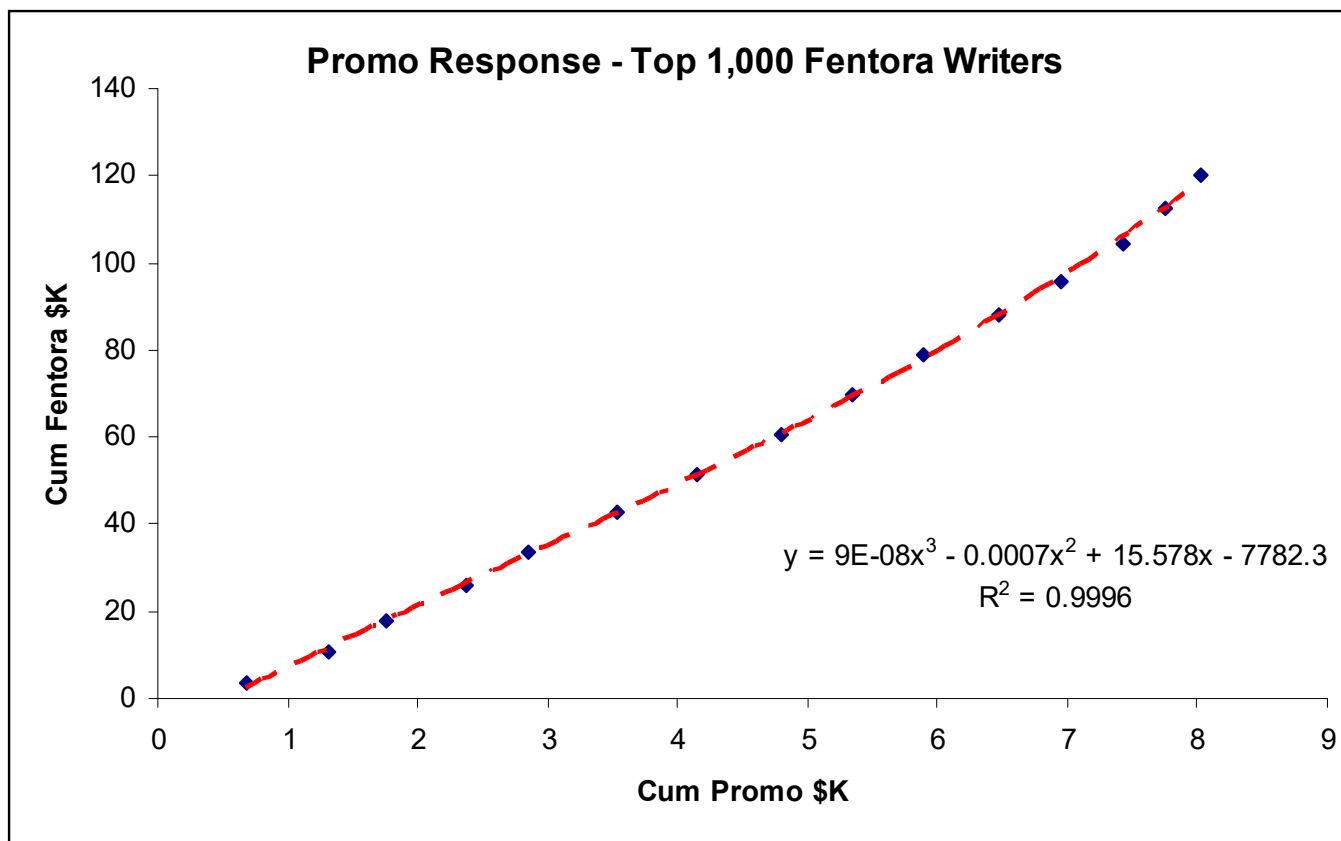
**Time Frame = 15 months**



# Top 1,000 Fentora Writers: Promo Response

(Universe: 1,000 Top Fentora writers)

**Question: What is the promo response curve of the top 1,000 Fentora writers?**



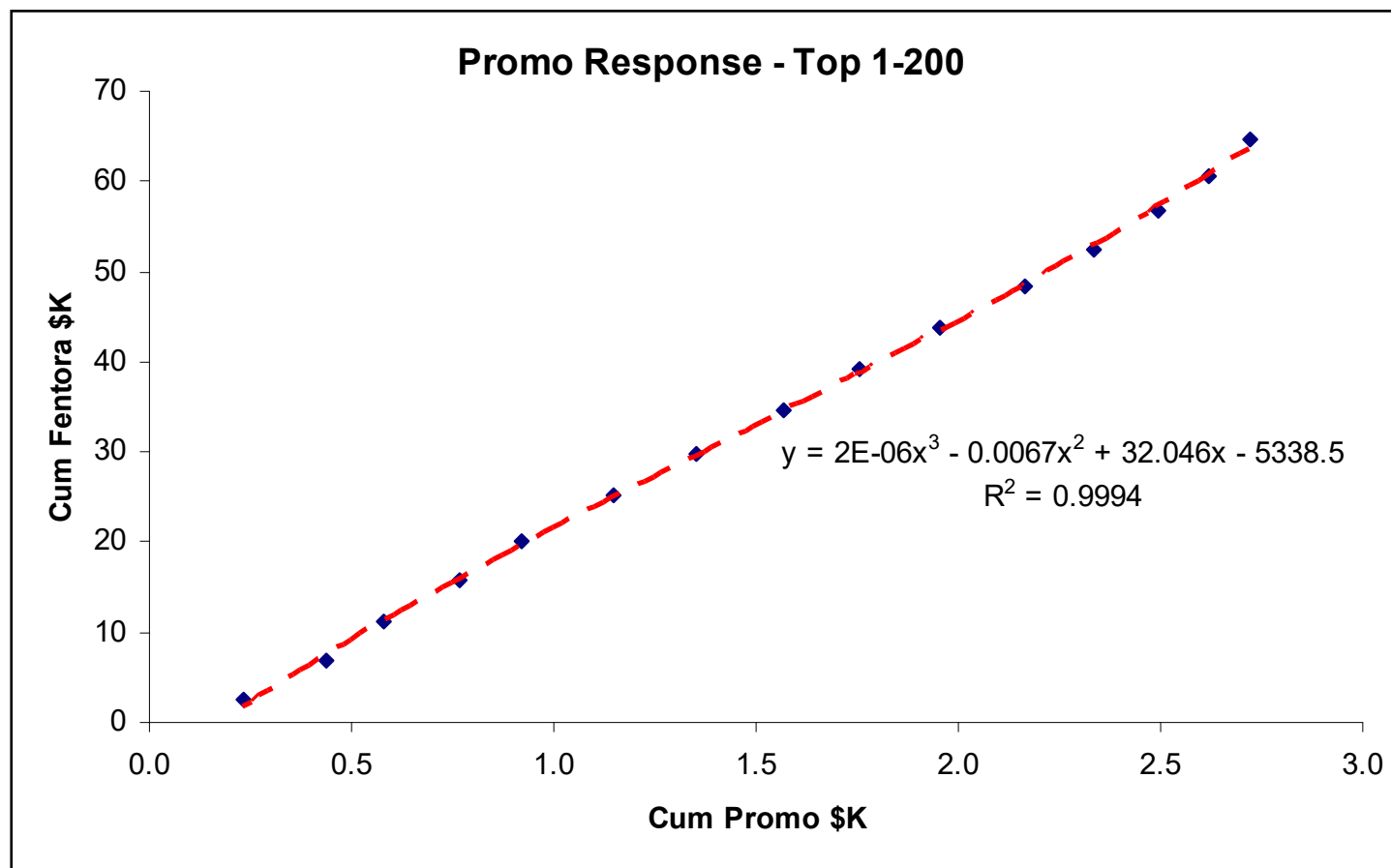
The above suggests there is no saturation. \$1,000 in promotion returns about \$15K in Fentora Rx's.



# Top 1-200 Fentora Writers: Promo Response

(Universe: 1,000 Top Fentora writers)

**Question: What is the promo response curve for the top 200 Fentora writers?**



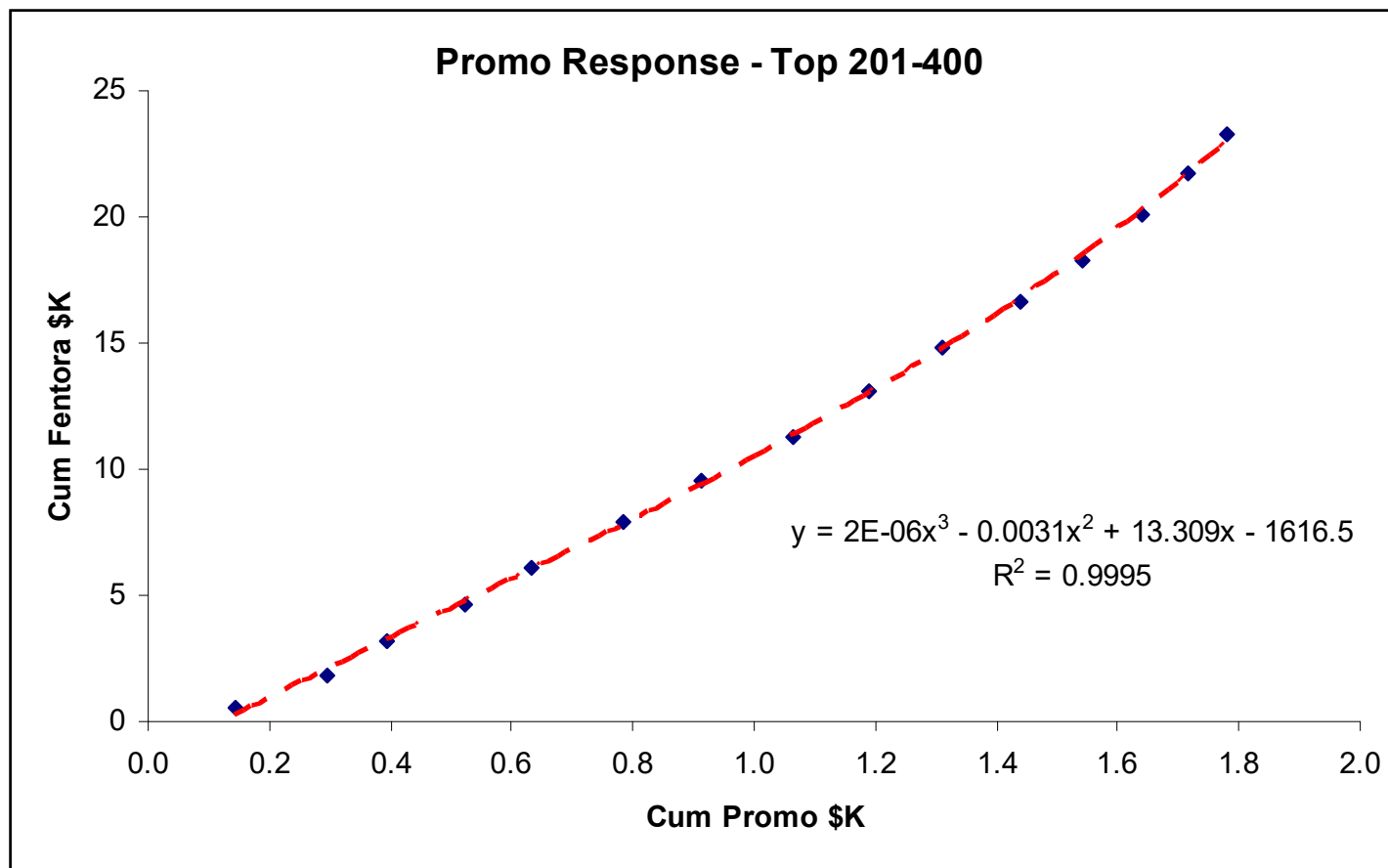
The above suggests there is no saturation for the top 200 Fentora writers \$1,000 in promotion returns about \$32K in Fentora Rx's.



# Top 201-400 Fentora Writers: Promo Response

(Universe: 1,000 Top Fentora writers)

**Question: What is the promo response curve for the top 201-400 Fentora writers?**



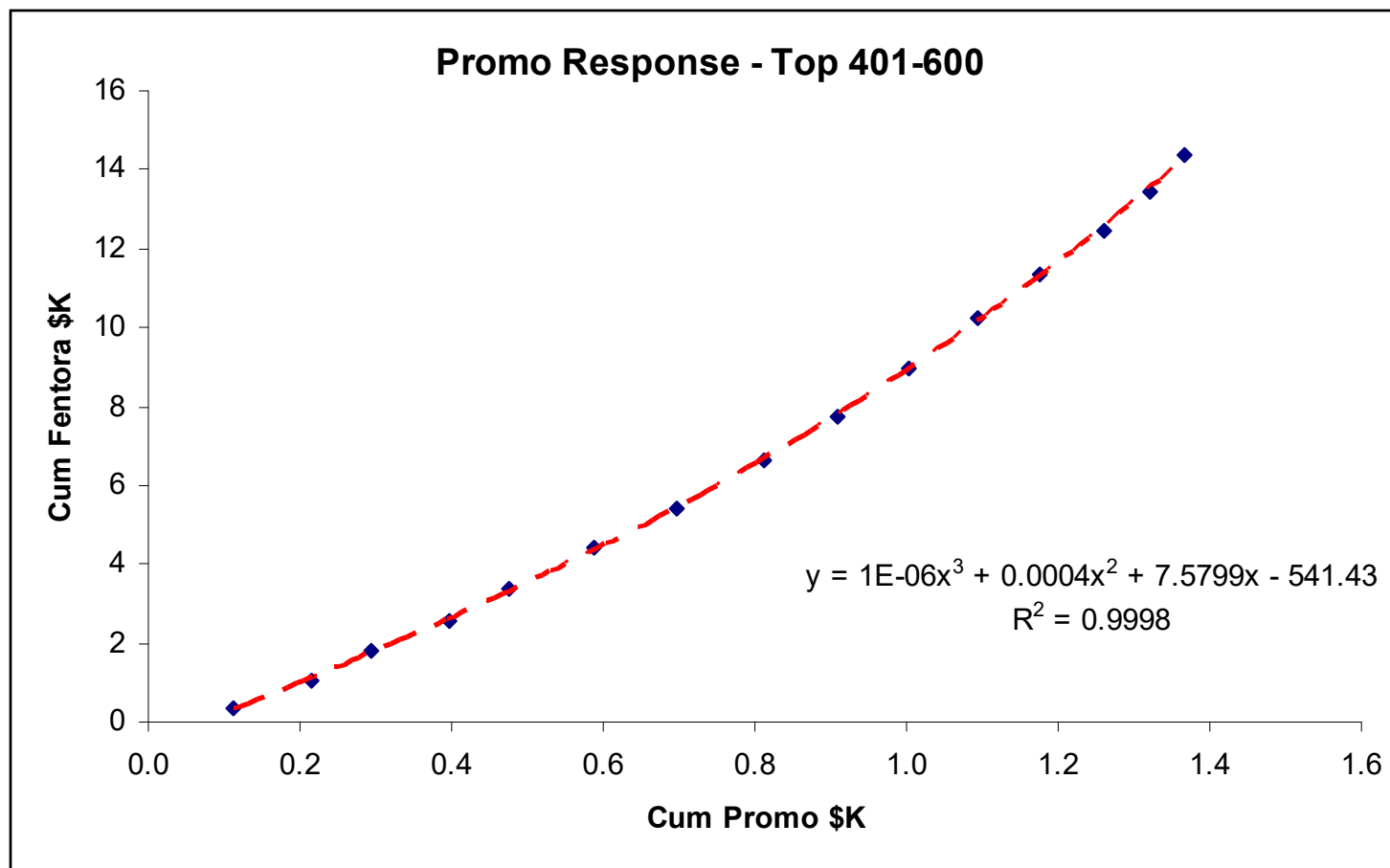
The above suggests there is no saturation for the top 201-400 Fentora writers \$1,000 in promotion returns about \$13K in Fentora Rx's.



# Top 401-600 Fentora Writers: Promo Response

(Universe: 1,000 Top Fentora writers)

**Question: What is the promo response curve for the top 401-600 Fentora writers?**



The above suggests there is no saturation for the top 401-600 Fentora writers \$1,000 in promotion returns about \$7K in Fentora Rx's.

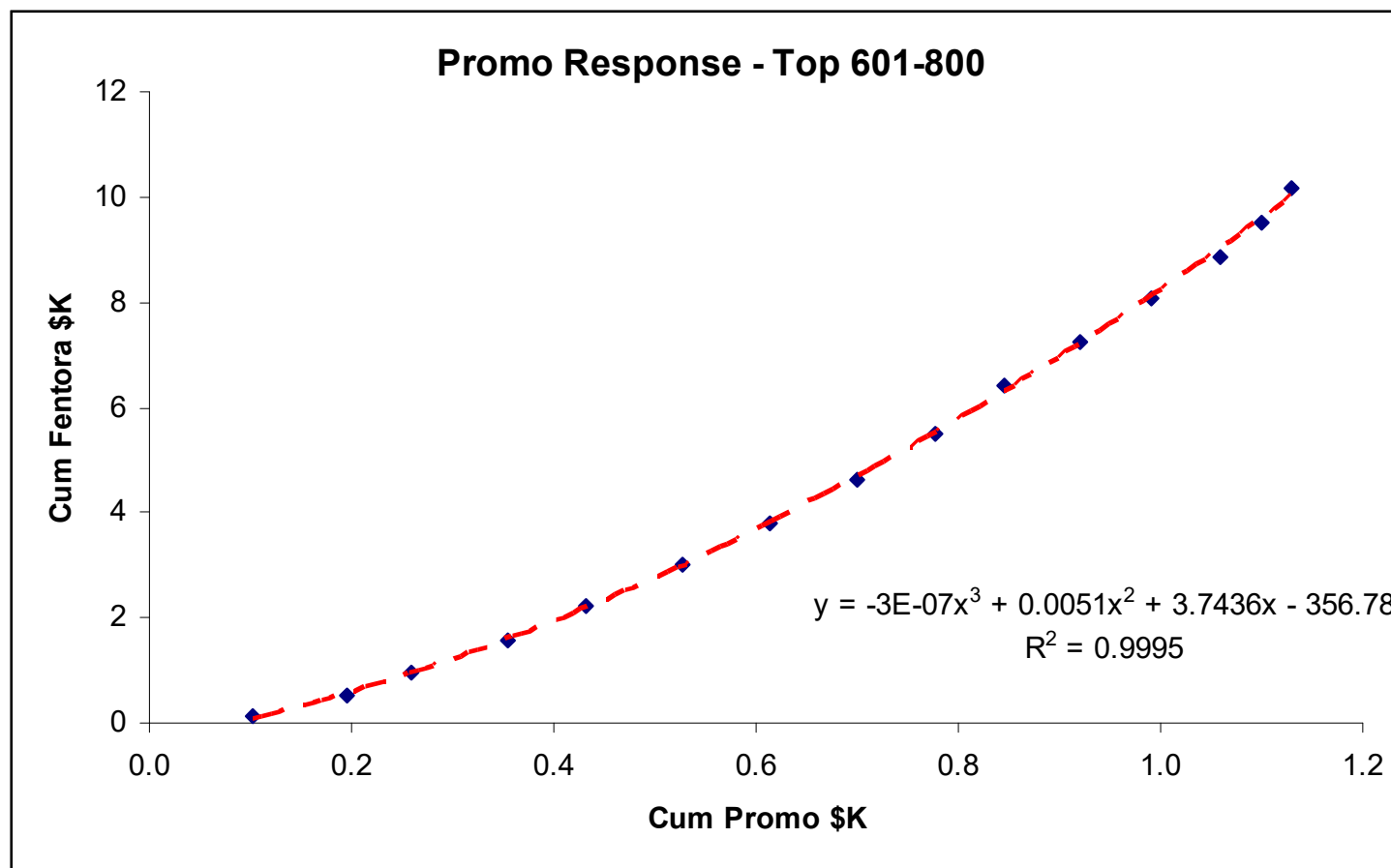
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# Top 601-800 Fentora Writers: Promo Response

(Universe: 1,000 Top Fentora writers)

**Question: What is the promo response curve for the top 601-800 Fentora writers?**



The above suggests there is no saturation for the top 601-800 Fentora writers \$1,000 in promotion returns about \$3K in Fentora Rx's.

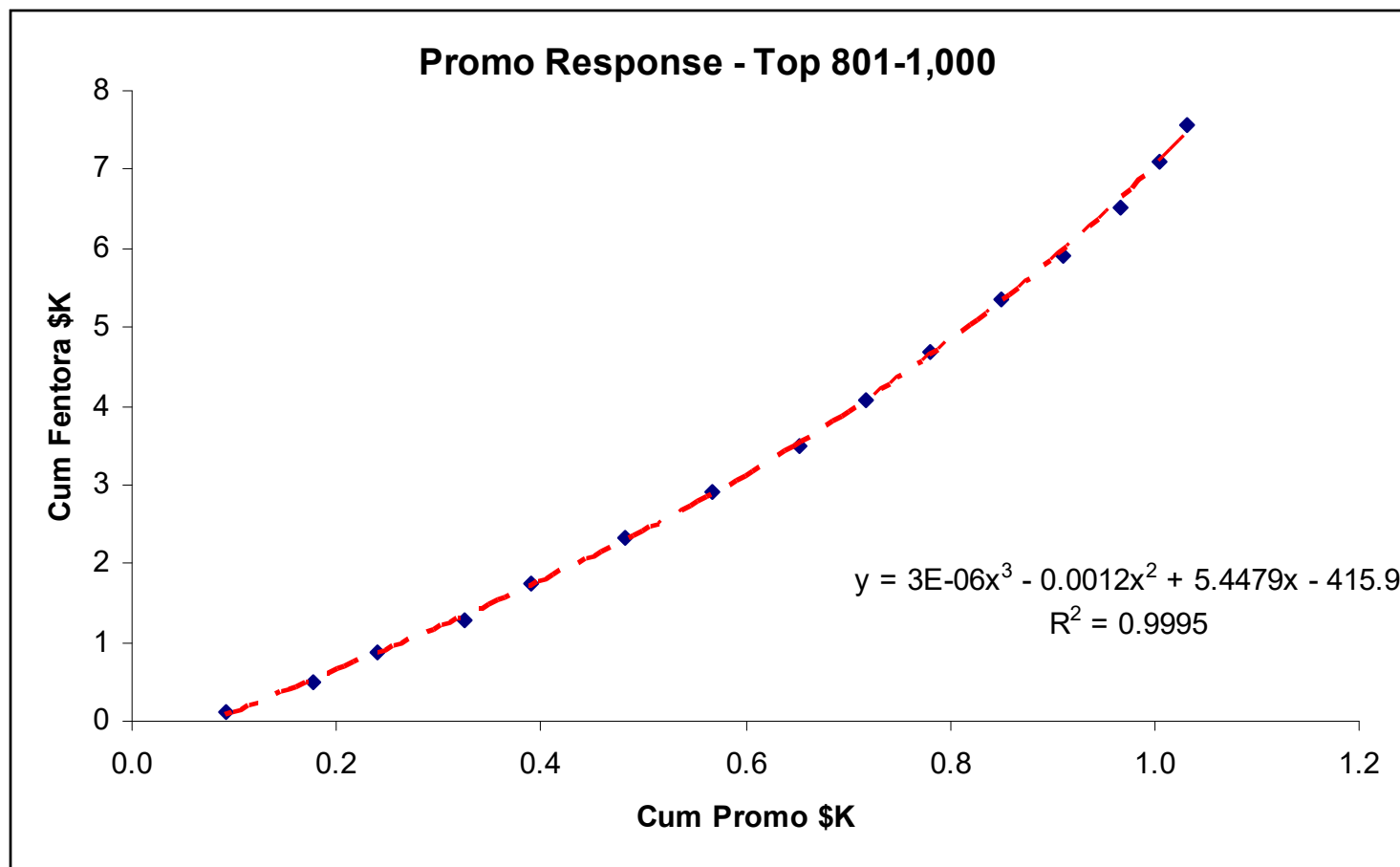
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# Top 801-1,000 Fentora Writers: Promo Response

(Universe: 1,000 Top Fentora writers)

**Question: What is the promo response curve for the top 801-1,000 Fentora writers?**



The above suggests there is no saturation for the top 801-1,000 Fentora writers \$1,000 in promotion returns about \$5K in Fentora Rx's.



# Observation

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## **Question: Should we keep “pounding” on the top 1,000 Fentora writers?**

- The segment response curves for the top 1,000 Fentora writers indicate saturation has not been reached yet.
- This is not to say that for individual physicians, saturation may have already been reached.
- We may have to build response curves for individual physicians to ascertain who among the top 1,000 Fentora writers need or do not need additional detailing.





## III.3 Physician Activation – PDE's

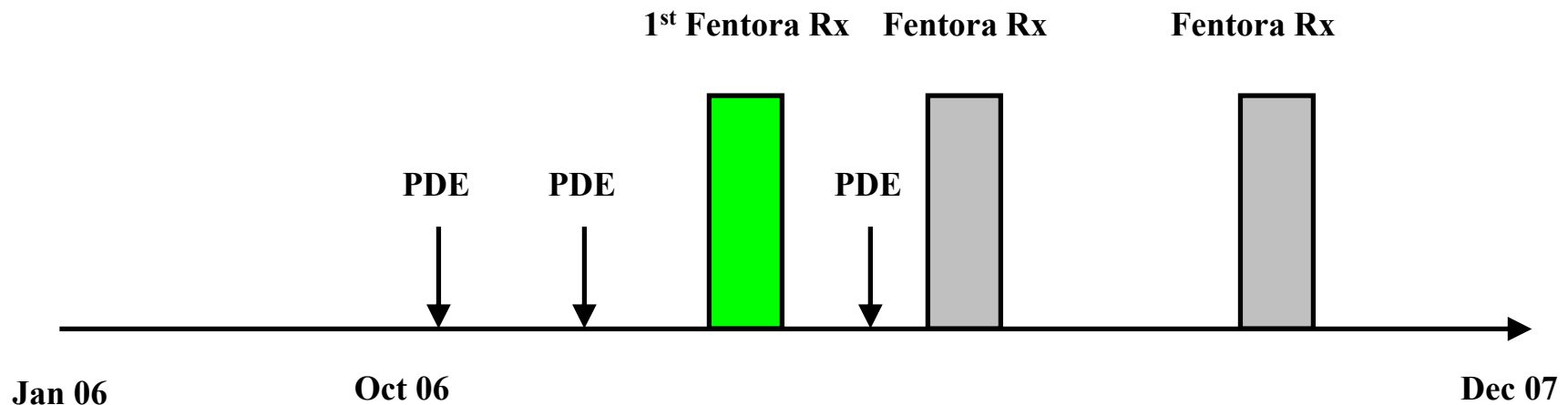
How many calls does it take to get a physician to start writing FENTORA? What are regional differences if any?



# Physician Activation – Definition

Universe: 31,685 Skilled Users of Opioids; Time Frame: Oct 06 - Dec 2007

**Question: How do we define physician activation?**



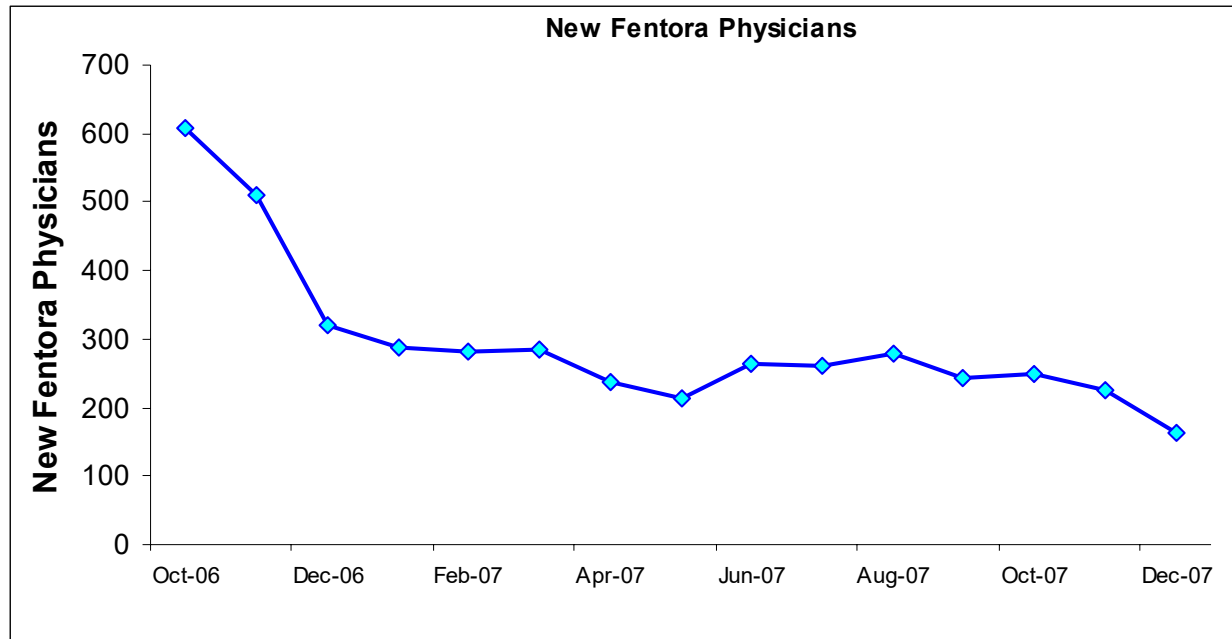
**We define physician activation as the number of details required to get a physician started. How many scripts of FENTORA the physician goes on to write are not captured in this definition. In the example above, 2 PDE's are needed to "activate" the physician. Note this analysis takes place over the whole period of Jan 06 to Dec 07.**



# Physician Universe – New Fentora Writers

Universe: 4,432 Fentora Prescribers; Time Frame: Oct 06 - Dec 2007

**Question: How many new physicians start writing Fentora every month?**



Cnt	Start Month	Physicians	% Phys
1	Oct-06	607	14%
2	Nov-06	511	12%
3	Dec-06	321	7%
4	Jan-07	289	7%
5	Feb-07	282	6%
6	Mar-07	285	6%
7	Apr-07	237	5%
8	May-07	214	5%
9	Jun-07	265	6%
10	Jul-07	260	6%
11	Aug-07	279	6%
12	Sep-07	244	6%
13	Oct-07	248	6%
14	Nov-07	226	5%
15	Dec-07	164	4%
Total		4,432	100%

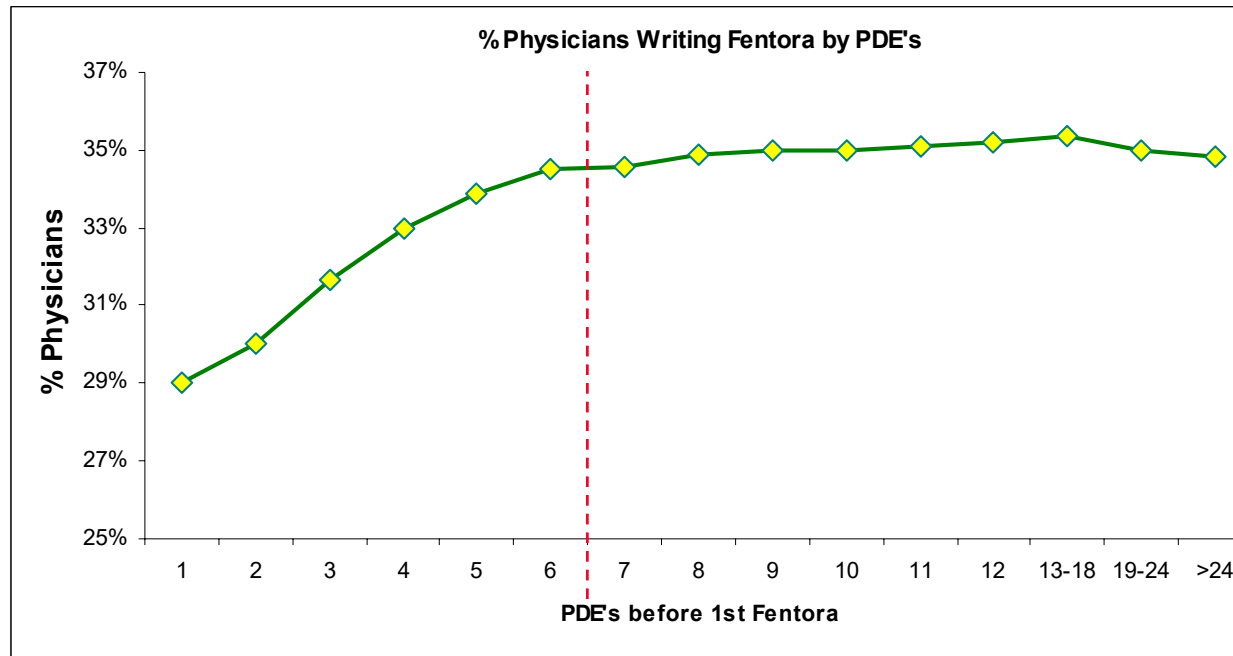
**600 physicians start writing FENTORA in Oct 2006. This number drops to 250-300 and stays there for several months before dropping further in Nov and Dec 2007.**



# Impact of PDE on New Fentora Writers

Universe: 31,685 Skilled Users of Opioids; Time Frame: Oct 06 - Dec 2007

**Question: How does an increase in detailing activity improve the “activation” rate, i.e., physicians that write FENTORA?**



PDE's before 1st Fentora	Cumulative % Physicians	
	% Hit Rate	% Hit Diff
1	29.0%	
2	30.0%	1.02%
3	31.7%	1.63%
4	33.0%	1.31%
5	33.9%	0.91%
6	34.5%	0.63%
7	34.6%	0.06%
8	34.9%	0.30%
9	35.0%	0.15%
10	35.0%	-0.01%
11	35.1%	0.11%
12	35.2%	0.11%
13-18	35.4%	0.15%
19-24	35.0%	-0.37%
>24	34.8%	-0.18%

The above suggests that if a physician has not written FENTORA after having received 6 details (definitely 10 details), the physician will not probably write Fentora. Now, this does not mean that calling on a physician more frequently does not result in a larger number of Rx's from that physician.



# PDE's on New Fentora Writers – Data

Universe: 31,685 Skilled Users of Opioids; Time Frame: Oct 06 - Dec 2007

PDE's before 1st Fentora	Physicians				Cumulative Physicians			
	Write Fentora	Do Not Write	% Write	Total	Write Fentora	Do Not Write	% Hit Rate	% Hit Diff
1	480	1,175	29%	1,655	480	1,175	29.0%	
2	313	673	32%	986	793	1,848	30.0%	1.02%
3	277	462	37%	739	1,070	2,310	31.7%	1.63%
4	230	333	41%	563	1,300	2,643	33.0%	1.31%
5	188	261	42%	449	1,488	2,904	33.9%	0.91%
6	155	214	42%	369	1,643	3,118	34.5%	0.63%
7	110	200	35%	310	1,753	3,318	34.6%	0.06%
8	103	149	41%	252	1,856	3,467	34.9%	0.30%
9	83	132	39%	215	1,939	3,599	35.0%	0.15%
10	57	107	35%	164	1,996	3,706	35.0%	-0.01%
11	58	90	39%	148	2,054	3,796	35.1%	0.11%
12	56	84	40%	140	2,110	3,880	35.2%	0.11%
13-18	175	295	37%	470	2,285	4,175	35.4%	0.15%
19-24	40	142	22%	182	2,325	4,317	35.0%	-0.37%
>24	28	86	25%	114	2,353	4,403	34.8%	-0.18%

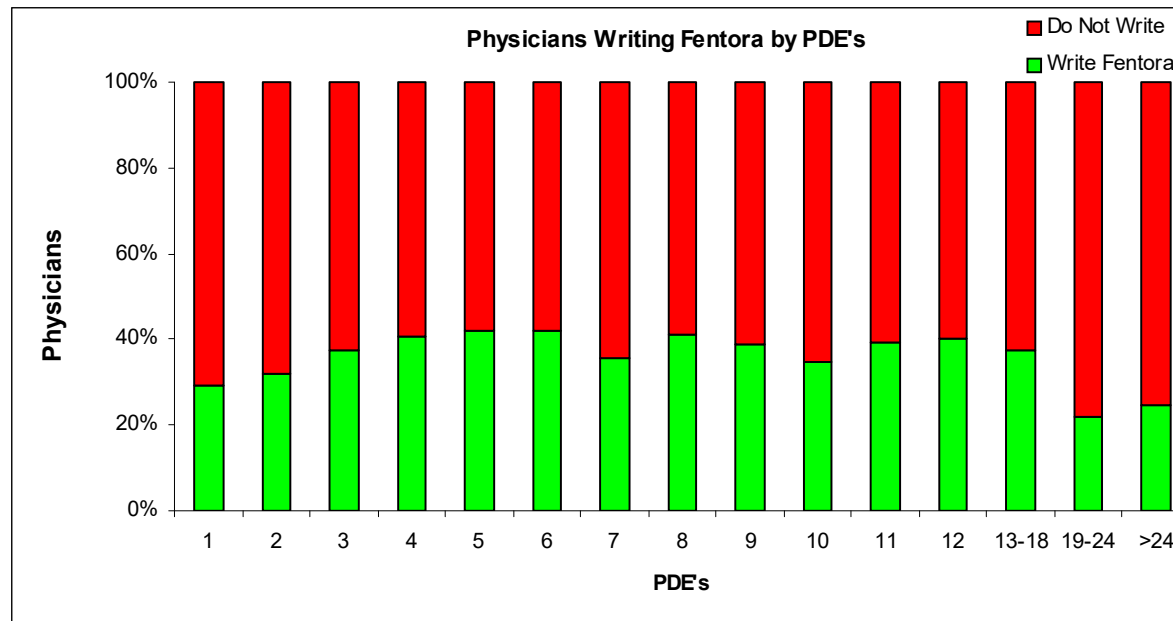
**2,079 Physicians out of 4,432 spontaneously write FENTORA in the absence of detailing.**



# Fentora Writers by PDE's

Universe: 31,685 Skilled Users of Opioids; Time Frame: Oct 06 - Dec 2007

**Question: How does the activation rate increase with the number of PDE's?**



**The activation rate slowly increases as the physician is detailed more frequently.**

**Past 6 PDE's, the activation rate goes up and down and drops beyond 18 PDE's.**



# Fentora Writers by PDE's – Data

Universe: 31,685 Skilled Users of Opioids; Time Frame: Oct 06 - Dec 2007

**Question: How does the activation rate increase with the number of PDE's?**

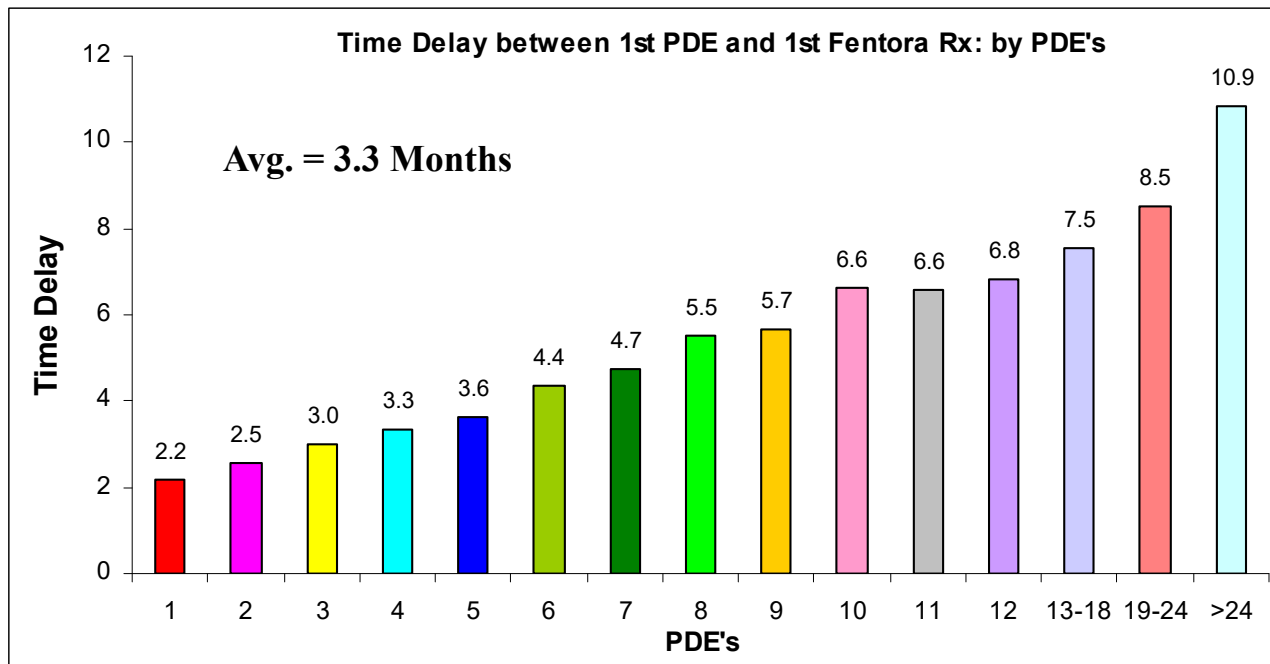
PDE's before 1st Fentora	Physicians			
	Write Fentora	Do Not Write	% Write	Total
0	2,079	22,850	8%	24,929
1	480	1,175	29%	1,655
2	313	673	32%	986
3	277	462	37%	739
4	230	333	41%	563
5	188	261	42%	449
6	155	214	42%	369
7	110	200	35%	310
8	103	149	41%	252
9	83	132	39%	215
10	57	107	35%	164
11	58	90	39%	148
12	56	84	40%	140
13-18	175	295	37%	470
19-24	40	142	22%	182
>24	28	86	25%	114
w/ PDE	2,353	4,403	35%	6,756
Total	4,432	27,253	14%	31,685



# Time-Delay for Activation

Universe: 4,432 Fentora Prescribers; Time Frame: Oct 06 - Dec 2007

**Question: What is the time delay between the 1<sup>st</sup> PDE the physician receives (indeed the physician may receive several PDE's ) and the 1<sup>st</sup> Fentora Rx the physician writes?**



PDE's	Physicians	Avg. Time Delay
1	480	2.2
2	313	2.5
3	277	3.0
4	230	3.3
5	188	3.6
6	155	4.4
7	110	4.7
8	103	5.5
9	83	5.7
10	57	6.6
11	58	6.6
12	56	6.8
13-18	175	7.5
19-24	40	8.5
>24	28	10.9
Total	2,353	3.3
Fentora Writers	4,432	

**Physicians that need 1 PDE to be activated take 2.2 months to start writing. Physicians that need more than 24 PDE's may take as long as 11 months to write their first Rx. Across all detailing activity, a physician takes 3.3 months to write their first FENTORA.**

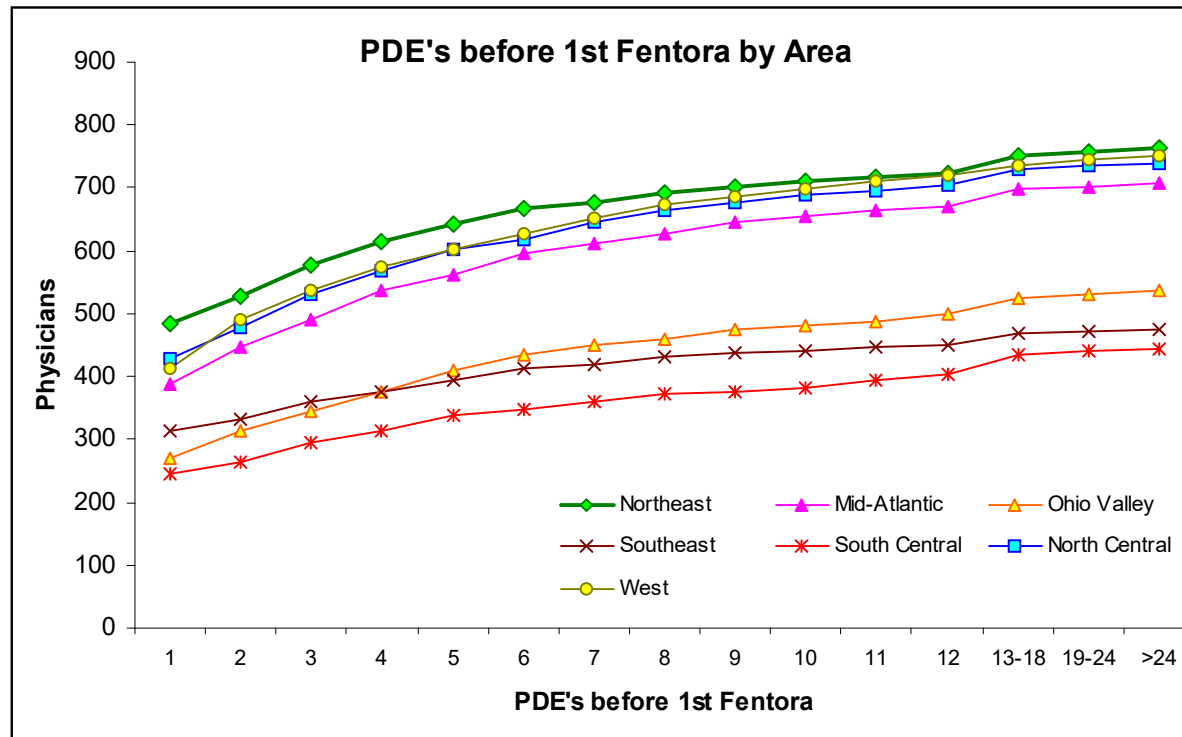




# PDE's Before 1<sup>st</sup> Fentora Rx by Area

Universe: 4,432 Fentora Prescribers; Time Frame: Oct 06 - Dec 2007

**Question: How many PDE's does it take to activate a physician? How does that vary by Area?**



**Physicians in the Northeast are relatively easier to activate than physicians in South Central.**

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# PDE's Before 1<sup>st</sup> Fentora Rx by Area – Data

Universe: 4,432 Fentora Prescribers; Time Frame: Oct 06 - Dec 2007

PDE's before 1st Fentora	Physicians that received CSP's before 1st Fentora Rx									
	Northeast	Mid-Atlantic	Ohio Valley	Southeast	South Central	North Central	West	Alaska	Hawaii	Total
0	384	296	199	286	198	372	328	15	1	2,079
1	101	92	70	28	48	55	86	0	0	480
2	44	60	46	17	19	51	76	0	0	313
3	47	42	28	28	31	53	48	0	0	277
4	40	46	34	18	18	37	37	0	0	230
5	27	25	33	18	25	34	26	0	0	188
6	24	35	24	19	9	17	27	0	0	155
7	11	16	15	5	12	27	24	0	0	110
8	14	16	11	11	12	17	22	0	0	103
9	8	18	16	8	5	15	13	0	0	83
10	12	9	5	3	6	12	10	0	0	57
11	5	10	6	5	12	6	14	0	0	58
12	6	6	14	4	9	7	10	0	0	56
13-18	28	27	25	20	32	27	16	0	0	175
19-24	7	4	6	3	5	7	8	0	0	40
>24	4	7	4	2	2	3	6	0	0	28
w/ PDE	378	413	337	189	245	368	423	0	0	2,353
Total	762	709	536	475	443	740	751	15	1	4,432



# PDE's Before 1<sup>st</sup> Fentora Rx by Area – Data 2

Universe: 4,432 Fentora Prescribers; Time Frame: Oct 06 - Dec 2007

PDE's before 1st Fentora	% Physicians that received CSP's before 1st Fentora Rx									Total
	Northeast	Mid-Atlantic	Ohio Valley	Southeast	South Central	North Central	West	Alaska	Hawaii	
0	50%	42%	37%	60%	45%	50%	44%	100%	100%	47%
1	64%	55%	50%	66%	56%	58%	55%	100%	100%	58%
2	19%	21%	22%	9%	15%	14%	22%			65%
3	12%	14%	14%	9%	11%	14%	17%			71%
4	11%	12%	12%	10%	11%	12%	11%			76%
5	9%	10%	13%	8%	10%	10%	8%			80%
6	7%	8%	11%	8%	8%	7%	7%			84%
7	5%	7%	7%	5%	5%	6%	7%			86%
8	3%	5%	5%	3%	5%	6%	6%			89%
9	3%	5%	5%	4%	4%	4%	5%			91%
10	3%	4%	4%	2%	2%	4%	3%			92%
11	2%	3%	2%	2%	4%	2%	3%			93%
12	1%	2%	4%	2%	5%	2%	3%			95%
13-18	4%	5%	7%	5%	9%	5%	3%			98%
19-24	5%	4%	6%	5%	8%	5%	3%			99%
>24	1%	2%	2%	1%	2%	1%	2%			100%
w/ PDE	50%	58%	63%	40%	55%	50%	56%	0%	0%	53%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**60% of the physicians in the Southeast spontaneously started to prescribe FENTORA before they were detailed compared with 37% for the Ohio Valley area.**



## III.4 Physician Activation – Calls & CSP's

How many calls and/or CSP's are needed to “activate” a physician?

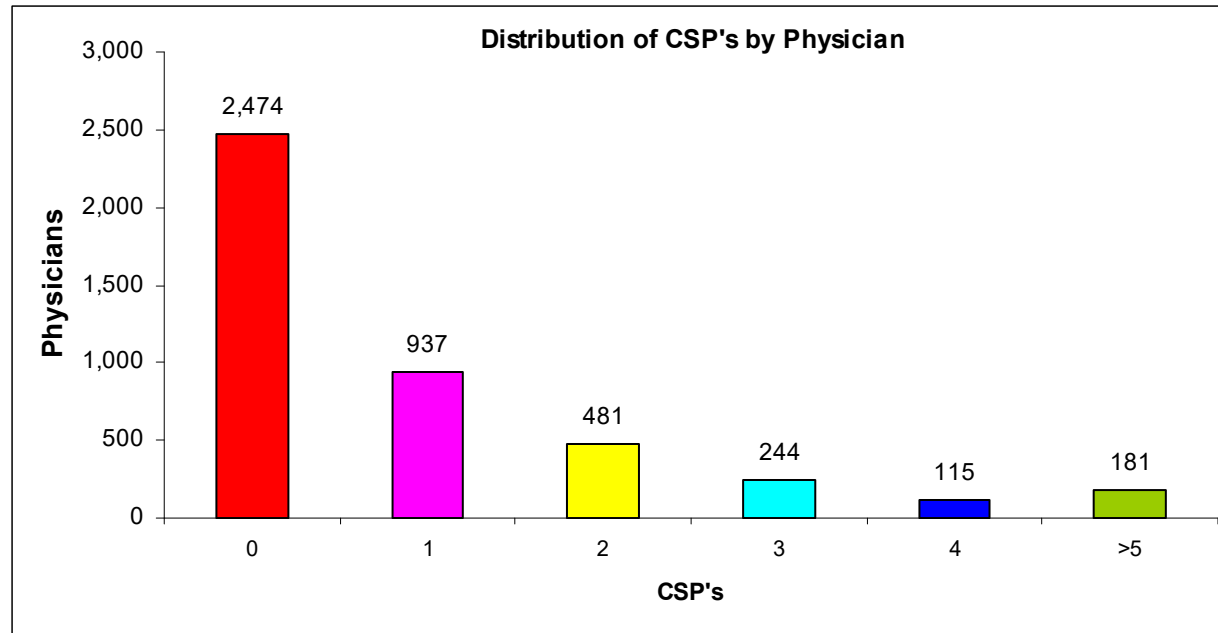
*All SciMedica CSP's were delivered to physicians that do not prescribe Fentora.*



# CSP's by Physician

Universe: 4,432 Fentora Prescribers; Time Frame: Oct 06 - Dec 2007

**Question: How many CSP's does a FENTORA writer receive?**



CSP's	Physicians	% Phys
0	2,474	56%
1	937	21%
2	481	11%
3	244	6%
4	115	3%
>5	181	4%
Total	4,432	100%

*Note: SciMedica CSP's were delivered to physicians that do not prescribe Fentora.*

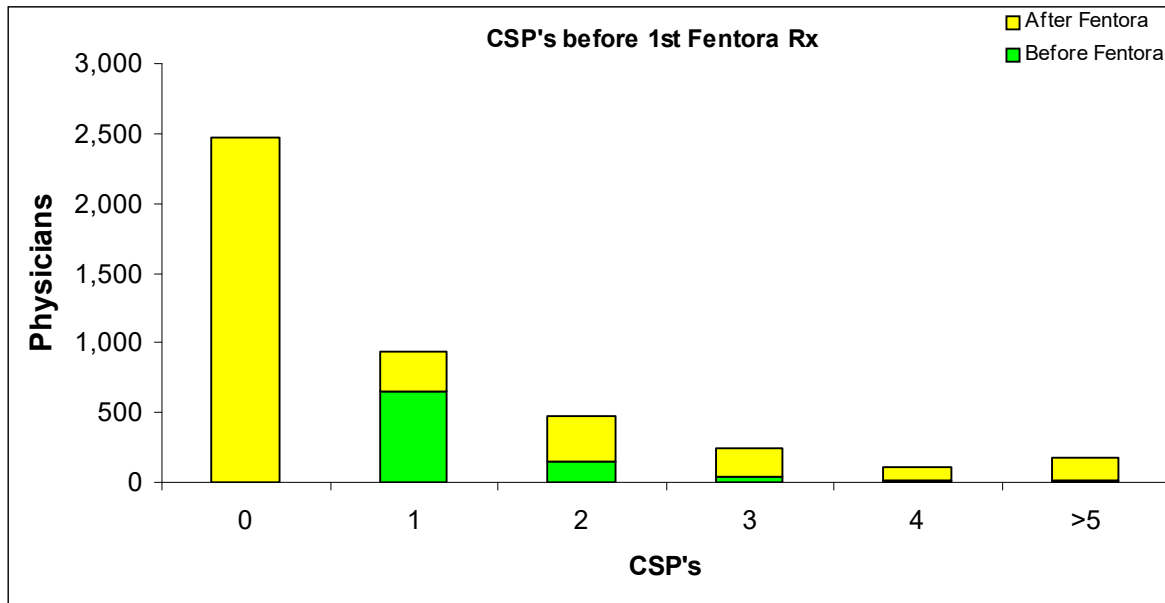
**56% of the FENTORA do not receive any CSP. The number of physicians that receive CSP's drops as the number of CSP's increases. Only 181 physicians received 5 or more CSP's.**



# CSP's Before 1<sup>st</sup> Fentora Rx

Universe: 4,432 Fentora Prescribers; Time Frame: Oct 06 - Dec 2007

**Question: How many physicians received their CSP's before the 1<sup>st</sup> Fentora Rx?**



CSP's	Physicians		
	Before Fentora	After Fentora	Total
0	0	2,474	2,474
1	657	280	937
2	144	337	481
3	41	203	244
4	18	97	115
>5	16	165	181
Total	876	3,556	4,432

Of the 937 physicians that received 1 CSP, 657 received the CSP before writing their first FENTORA Rx. Of the 481 physicians that received 2 CSP's, only 144 received both CSP's before writing their first FENTORA Rx. That share quickly vanishes with the number of CSP's.



# CSP's Before 1<sup>st</sup> Fentora Rx by Area

Universe: 4,432 Fentora Prescribers; Time Frame: Oct 06 - Dec 2007

**Question: How many physicians received CSP's before their 1st Fentora Rx? How does that vary by area?**

Physicians that received CSP's before 1st Fentora Rx										
CSP's	Northeast	Mid-Atlantic	Ohio Valley	Southeast	South Central	North Central	West	Alaska	Hawaii	Total
0	630	561	413	395	343	591	607	15	1	3,556
1	103	107	90	57	74	120	106			657
2	20	19	26	10	23	19	27			144
3	4	12	3	5	2	7	8			41
4	3	3	3	4	1	3	1			18
>5	2	7	1	4			2			16
Total	762	709	536	475	443	740	751	15	1	4,432

% Physicians that received CSP's before 1st Fentora Rx										
CSP's	Northeast	Mid-Atlantic	Ohio Valley	Southeast	South Central	North Central	West	Alaska	Hawaii	Total
0	83%	79%	77%	83%	77%	80%	81%	100%	100%	80%
1	14%	15%	17%	12%	17%	16%	14%			15%
2	3%	3%	5%	2%	5%	3%	4%			3%
3	1%	2%	1%	1%	0%	1%	1%			1%
4	0%	0%	1%	1%	0%	0%	0%			0%
>5	0%	1%	0%	1%			0%			0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

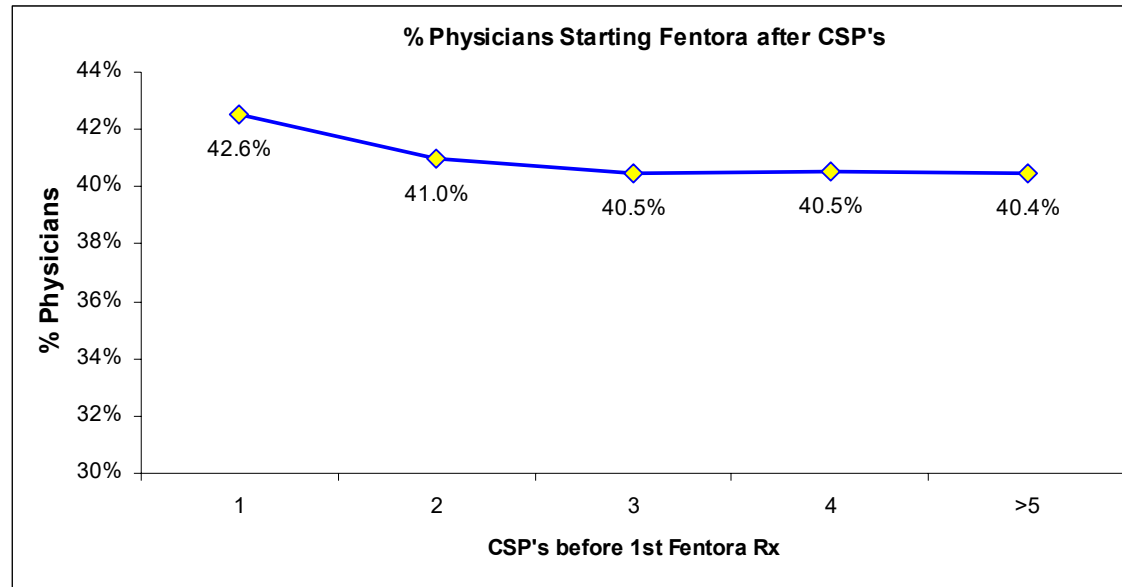
**77% - 83% of the physicians start writing FENTORA without any CSP.**



# Activation through CSP's

Universe: 31,685 Skilled Users of Opioids; Time Frame: Oct 06 - Dec 2007

## Question: How effective are CSP's to activate a physician?



CSP's before 1st Fentora	Cumulative Physicians			
	Write Fentora	Do Not Write	% Write	Total
1	657	887	42.6%	1,544
2	801	1,155	41.0%	1,956
3	842	1,238	40.5%	2,080
4	860	1,263	40.5%	2,123
>5	876	1,290	40.4%	2,166
w/ PDE	876	1,290	40.4%	2,166

The activation rate using CSP's is around 40%. Going after physicians with successive CSP's results in a slight decrease in the activation rate since more physicians are reached.

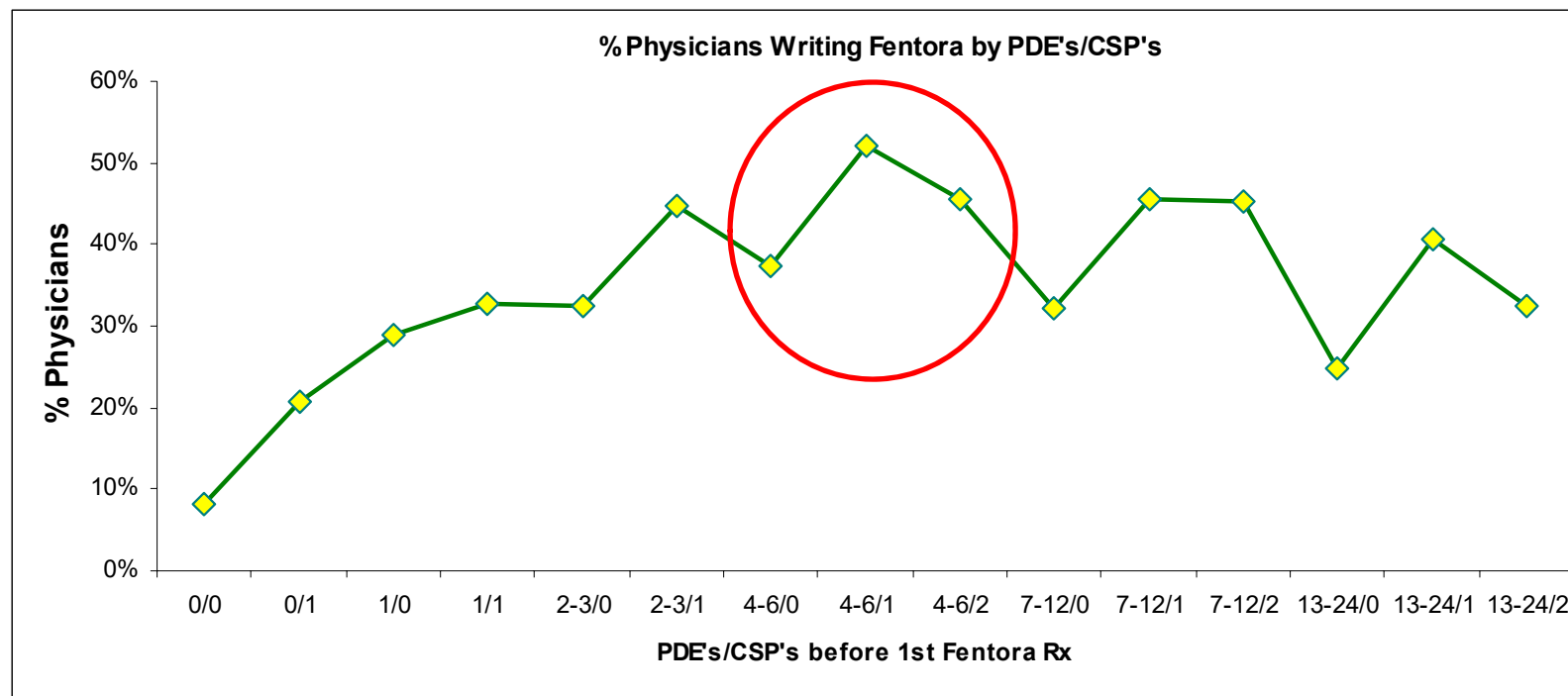




# Activation through PDE/CSP Combos

Universe: 31,685 Skilled Users of Opioids; Time Frame: Oct 06 - Dec 2007

**Question: Which PDE/CSP combo seems to have a good activation rate?**



*Note: Segments with less than 15 physicians are not statistically significant*

**4-6 PDE's correspond to a good activation rate. Combined with CSP's, they are even more effective. The chart above suggests adding 1 CSP increases the activation rate by 15% (52%-37%). Adding a second CSP, however, leads to a drop in activation rate. This is because we are including "tougher" physicians that did not write with 1 CSP.**

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# Activation through PDE/CSP Combos – Data

Universe: 31,685 Skilled Users of Opioids; Time Frame: Oct 06 - Dec 2007

PDE's	CSP's	Physicians			Total
		Write Fentora	Do Not Write	% Write	
0	0	2,050	22,736	8%	24,786
	1	24	92	21%	116
	2	4	17	19%	21
	>2	1	5	17%	6
1	0	425	1,049	29%	1,474
	1	52	107	33%	159
	2	2	14	13%	16
	>2	1	5	17%	6
2-3	0	443	919	33%	1,362
	1	135	166	45%	301
	2	11	38	22%	49
	>2	1	12	8%	13
4-6	0	353	589	37%	942
	1	178	163	52%	341
	2	35	42	45%	77
	>2	7	14	33%	21
7-12	0	216	453	32%	669
	1	176	210	46%	386
	2	53	64	45%	117
	>2	22	35	39%	57
13-24	0	64	195	25%	259
	1	86	126	41%	212
	2	33	69	32%	102
	>2	32	47	41%	79
>24	0	5	22	19%	27
	1	6	23	21%	29
	2	6	24	20%	30
	>2	11	17	39%	28
Total		4,432	27,253		31,685



# Activation Rate by PDE/CSP – 1

Universe: 31,685 Skilled Users of Opioids; Time Frame: Oct 06 - Dec 2007

**Question: What is the activation rate of various PDE/CSP combinations?**

PDE's	CSP's	Physicians				Cumulative		
		Write Fentora	Do Not Write	% Write	Total	Write Fentora	Total	% Cum
0	0	2,050	22,736	8%	24,786	2,050	24,786	8%
	1	24	92	21%	116	2,074	24,878	8%
	2	4	17	19%	21	2,078	24,895	8%
	3		5	0%	5	2,078	24,900	8%
	>5	1		100%	1	2,079	24,900	8%
1	0	425	1,049	29%	1,474	425	1,474	29%
	1	52	107	33%	159	477	1,581	30%
	2	2	14	13%	16	479	1,595	30%
	3	1	5	17%	6	480	1,600	30%
2-3	0	443	919	33%	1,362	443	1,362	33%
	1	135	166	45%	301	578	1,528	38%
	2	11	38	22%	49	589	1,566	38%
	3	1	11	8%	12	590	1,577	37%
	4		1	0%	1	590	1,578	37%
4-6	0	353	589	37%	942	353	942	37%
	1	178	163	52%	341	531	1,105	48%
	2	35	42	45%	77	566	1,147	49%
	3	5	10	33%	15	571	1,157	49%
	4	1	2	33%	3	572	1,159	49%
	>5	1	2	33%	3	573	1,161	49%

*Note: Segments with less than 15 physicians may not be statistically significant*

**For physicians that get 0 PDE, CSP's do not increase the rate of activation. For physicians that get 1-6 PDE's, the highest impact is achieved with the 1<sup>st</sup> CSP.**



# Activation Rate by PDE/CSP – 2

Universe: 31,685 Skilled Users of Opioids; Time Frame: Oct 06 - Dec 2007

**Question: What is the activation rate of various PDE/CSP combinations?**

PDE's	CSP's	Physicians				Cumulative		
		Write Fentora	Do Not Write	% Write	Total	Write Fentora	Total	% Cum
7-12	0	216	453	32%	669	216	669	32%
	1	176	210	46%	386	392	879	45%
	2	53	64	45%	117	445	943	47%
	3	14	19	42%	33	459	962	48%
	4	5	9	36%	14	464	971	48%
	>5	3	7	30%	10	467	978	48%
13-24	0	64	195	25%	259	64	259	25%
	1	86	126	41%	212	150	385	39%
	2	33	69	32%	102	183	454	40%
	3	18	24	43%	42	201	478	42%
	4	7	10	41%	17	208	488	43%
	>5	7	13	35%	20	215	501	43%
>24	0	5	22	19%	27	5	27	18%
	1	6	23	21%	29	11	50	22%
	2	6	24	20%	30	17	74	23%
	3	2	9	18%	11	19	83	23%
	4	5	3	63%	8	24	86	28%
	>5	4	5	44%	9	28	91	31%

*Note: Segments with less than 15 physicians may not be statistically significant*

**For physicians that get more than 7 PDE's, CSP's do increase the rate of activation.**

**The highest impact is still achieved with the 1<sup>st</sup> CSP.**



## III.5 CSP's – New vs. Continuing

**Are CSP's used primarily to activate a physician or keep the physician going? Break out by CSP type.**

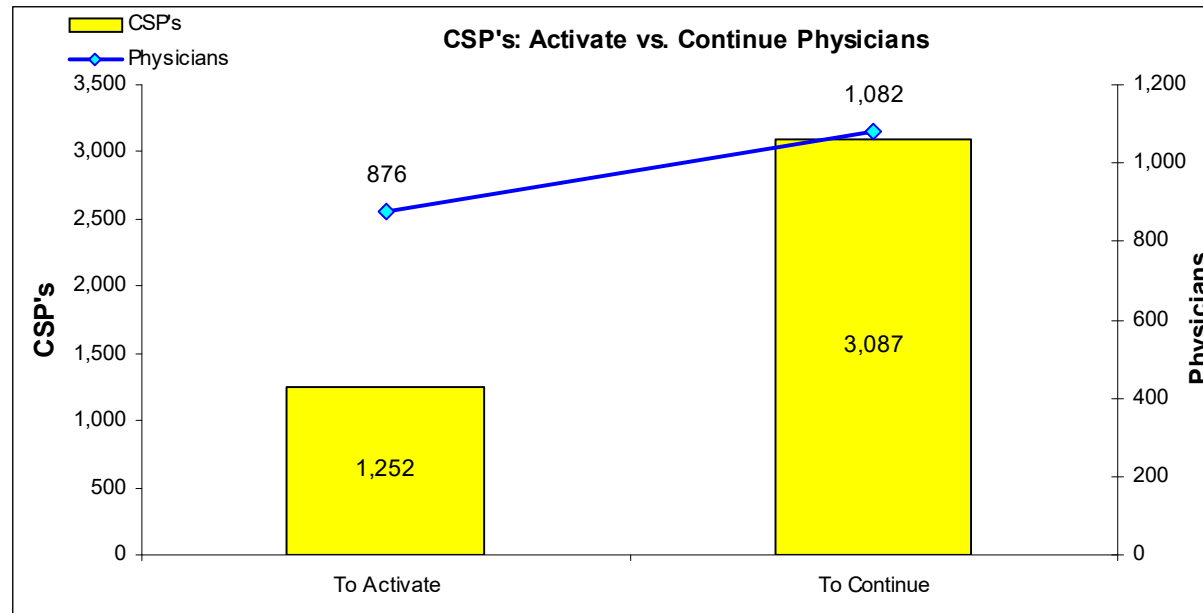
*All SciMedica CSP's were delivered to physicians that do not prescribe Fentora.*



# CSP's: Activation vs. Continuing

Universe: 4,432 Fentora Prescribers; Time Frame: Oct 06 - Dec 2007

**Question: How many CSP's went towards activation as opposed to continuing physicians?**



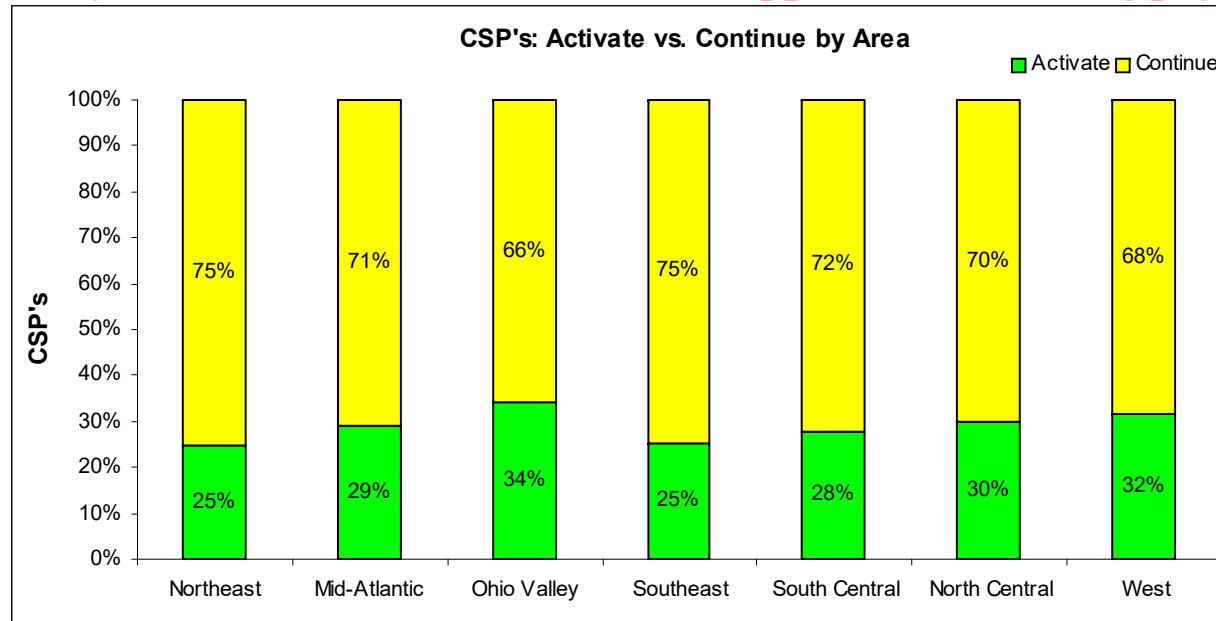
Activation/Cont	CSP's	%CSP	Physicians	%Phys	CSP/Phys
To Activate	1,252	29%	876	45%	1.4
To Continue	3,087	71%	1,082	55%	2.9
Total	4,339	100%	1,958	100%	2.2
Fentora Physicians			4,432		

**29% of the CSP's went towards activating physicians and 71% towards maintaining physicians. Continuing physicians got twice the CSP's of newly activated physicians.**

# Bayser CSP's: Activation vs. Continuing by Area

Universe: 4,432 Fentora Prescribers; Time Frame: Oct 06 - Dec 2007

**Question: How many CSP's went towards activation as opposed to continuing physicians by Area?**



Area	CSP's				Physicians		
	Activate	% Activ.	Continue	Total	Activate	Continue	Total
Northeast	178	25%	538	716	132	173	305
Mid-Atlantic	253	29%	618	871	148	169	317
Ohio Valley	169	34%	328	497	123	141	264
Southeast	132	25%	390	522	80	119	199
South Central	130	28%	337	467	100	124	224
North Central	191	30%	445	636	149	173	322
West	199	32%	431	630	144	183	327
Grand Total	1,252	29%	3,087	4,339	876	1,082	1,958

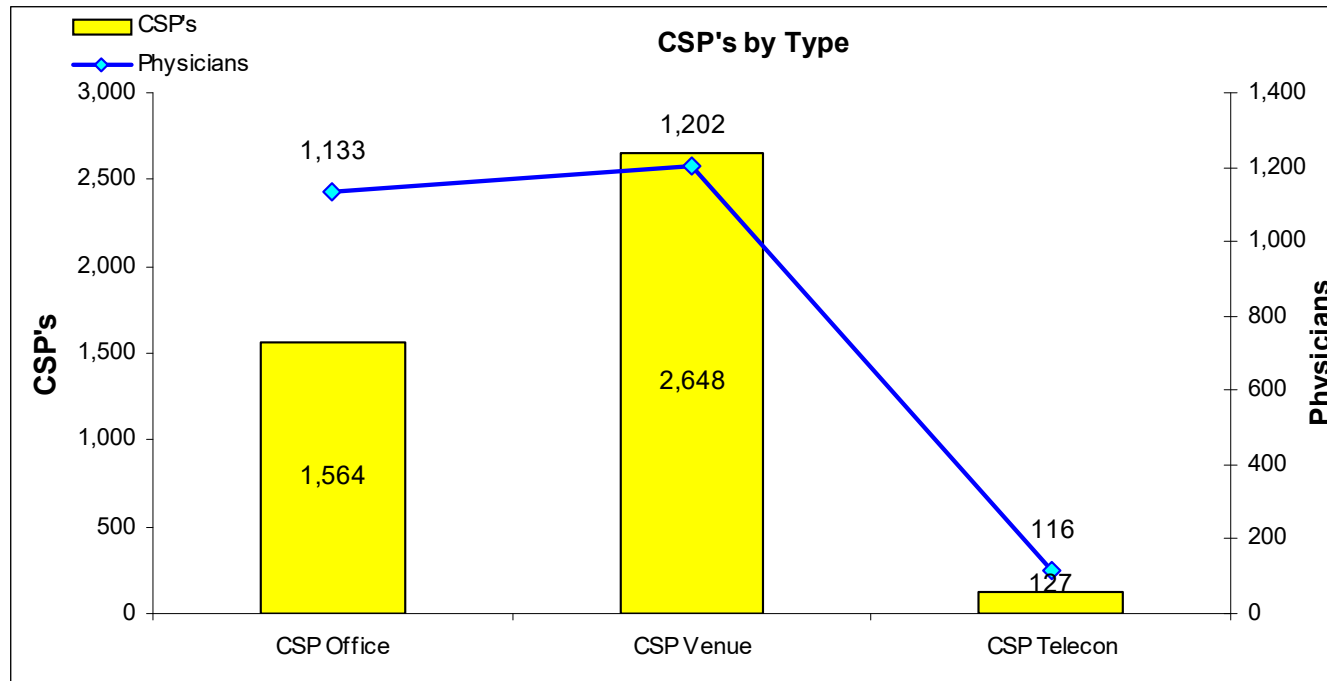
**34% of CSP's went toward activation in Ohio Valley compared with 25% for Northeast and Southeast.**



# CSP's by Type

Universe: 4,432 Fentora Prescribers; Time Frame: Oct 06 - Dec 2007

**Question: What is the breakout of CSP's by type?**



	CSP's	% CSP	Physicians	%Phys	CSP/Phys
CSP Office	1,564	36%	1,133	58%	1.4
CSP Venue	2,648	61%	1,202	61%	2.2
CSP Telecon	127	3%	116	6%	1.1
Total	4,339	100%	2,451		
Unique	4,339	100%	1,958	100%	2.2
Fentora Physicians			4,432		

**Regarding CSP's that went towards physicians that did write FENTORA, 61% were Venues, 36% Office, and 6% Teleconferences.**

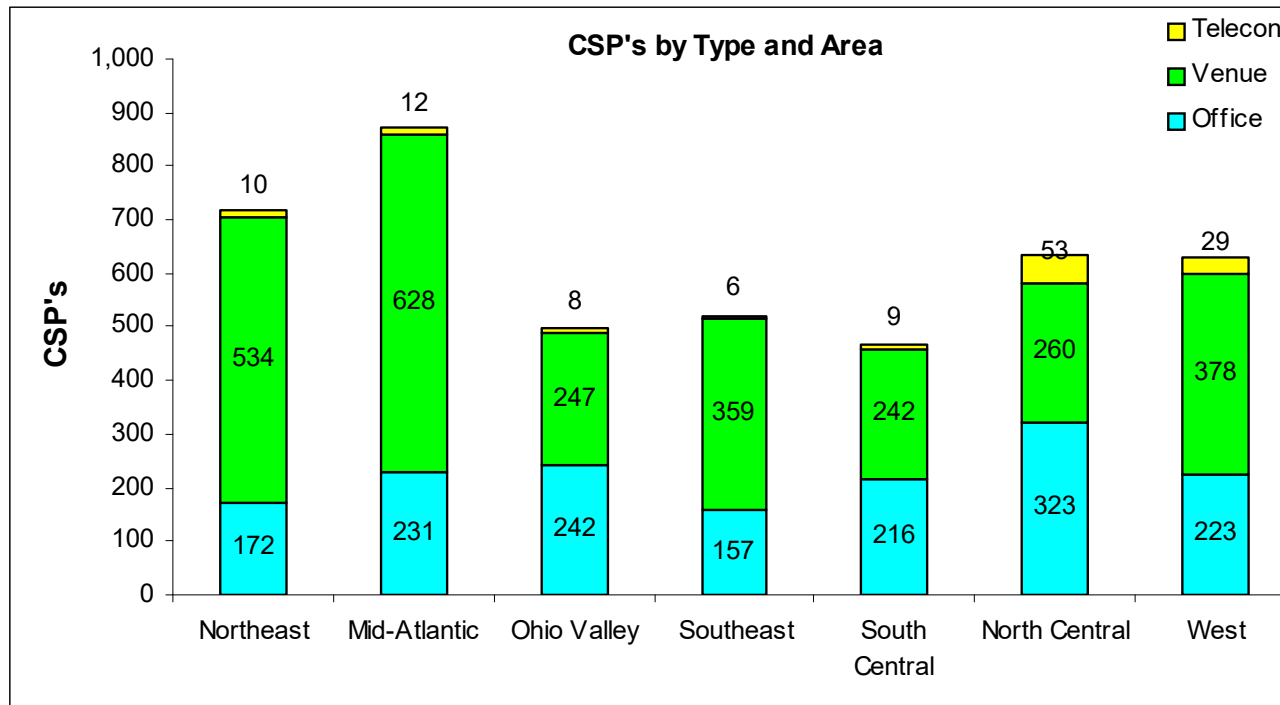




# CSP's by Type & Area

Universe: 4,432 Fentora Prescribers; Time Frame: Oct 06 - Dec 2007

**Question: What is the breakout of CSP's by type and Area?**



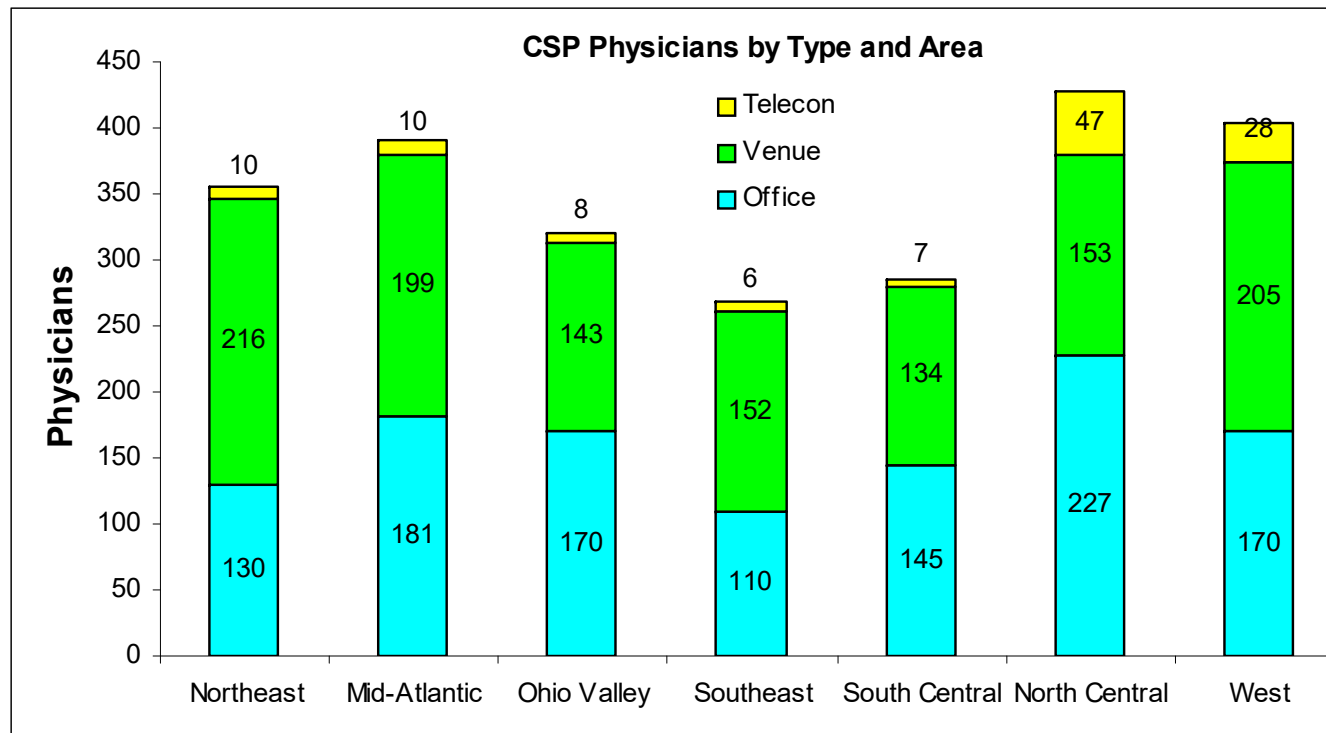
**Most of the Teleconferences took place in the North Central and West areas. The largest of CSP – venues was in the Mid-Atlantic area.**



# CSP Physicians by Type & Area

Universe: 4,432 Fentora Prescribers; Time Frame: Oct 06 - Dec 2007

**Question: What is the breakout of physicians that attended a CSP by type and Area?**



**The largest number of physicians that attended a CSP are in the North Central and West areas, the lowest in Southeast.**



# CSP's by Type & Area – Data

Universe: 4,432 Fentora Prescribers; Time Frame: Oct 06 - Dec 2007

**Question: What is the breakout of CSP's by type and Area?**

Area	CSP's			Physicians		
	Office	Venue	Telecon	Office	Venue	Telecon
Northeast	172	534	10	130	216	10
Mid-Atlantic	231	628	12	181	199	10
Ohio Valley	242	247	8	170	143	8
Southeast	157	359	6	110	152	6
South Central	216	242	9	145	134	7
North Central	323	260	53	227	153	47
West	223	378	29	170	205	28
Total	1,564	2,648	127	1,133	1,202	116

Area	CSP's			Physicians		
	Office	Venue	Telecon	Office	Venue	Telecon
Northeast	11%	20%	8%	11%	18%	9%
Mid-Atlantic	15%	24%	9%	16%	17%	9%
Ohio Valley	15%	9%	6%	15%	12%	7%
Southeast	10%	14%	5%	10%	13%	5%
South Central	14%	9%	7%	13%	11%	6%
North Central	21%	10%	42%	20%	13%	41%
West	14%	14%	23%	15%	17%	24%
Total	100%	100%	100%	100%	100%	100%



## III.6 Vouchers – New vs. Continuing

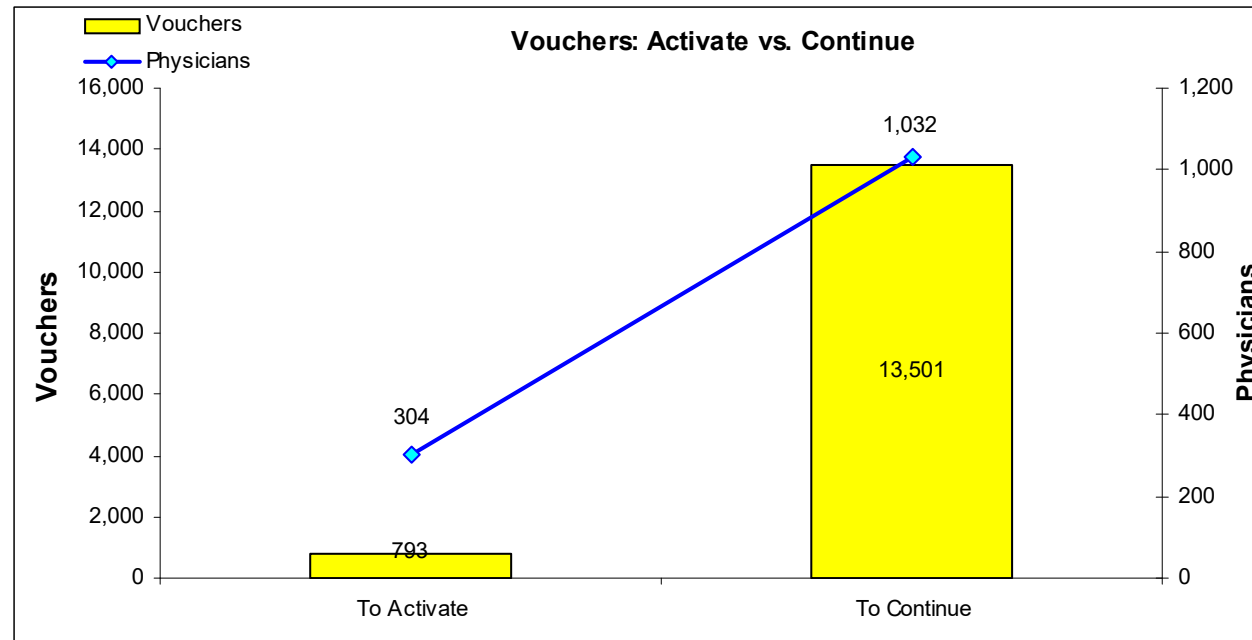
Are Vouchers used to activate a physician or to keep the physician going? How does that relate to the various strengths?



# Vouchers: Activate vs. Continue

Universe: 4,432 Fentora Prescribers; Time Frame: Oct 06 - Dec 2007

**Question: How many Vouchers went towards activation as opposed to continuing physicians?**



Activation/Cont	Vouchers	% Vouchers	Physicians	%Phys	Vouch/Phys
To Activate	793	6%	304	23%	2.6
To Continue	13,501	94%	1,032	77%	13.1
Total	14,294	100%	1,336	100%	10.7
Fentora Physicians			4,432		

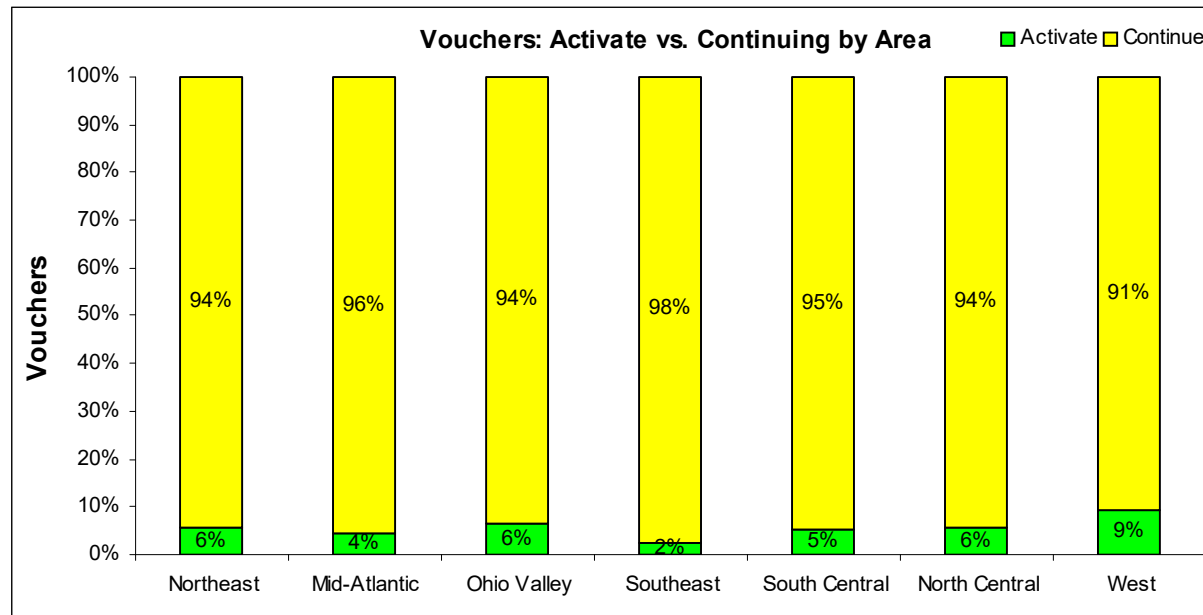
**6% of the Vouchers went towards activation compared with 92% towards continuing physicians.**



# Vouchers: Activate vs. Continue

Universe: 4,432 Fentora Prescribers; Time Frame: Oct 06 - Dec 2007

**Question: How many Vouchers went towards activation as opposed to continuing prescriptions by Area?**



Area	Vouchers				Physicians		
	Activate	% Activ.	Continue	Total	Activate	Continue	Total
Northeast	103	6%	1,688	1,791	29	116	145
Mid-Atlantic	112	4%	2,512	2,624	41	168	209
Ohio Valley	85	6%	1,257	1,342	40	143	183
Southeast	48	2%	2,001	2,049	21	115	136
South Central	96	5%	1,708	1,804	31	124	155
North Central	124	6%	2,121	2,245	61	188	249
West	225	9%	2,180	2,405	81	174	255
Grand Total	793	6%	13,467	14,260	304	1,028	1,332

**9% of the Vouchers went toward activation in the West compared with 2% in the Southeast.**

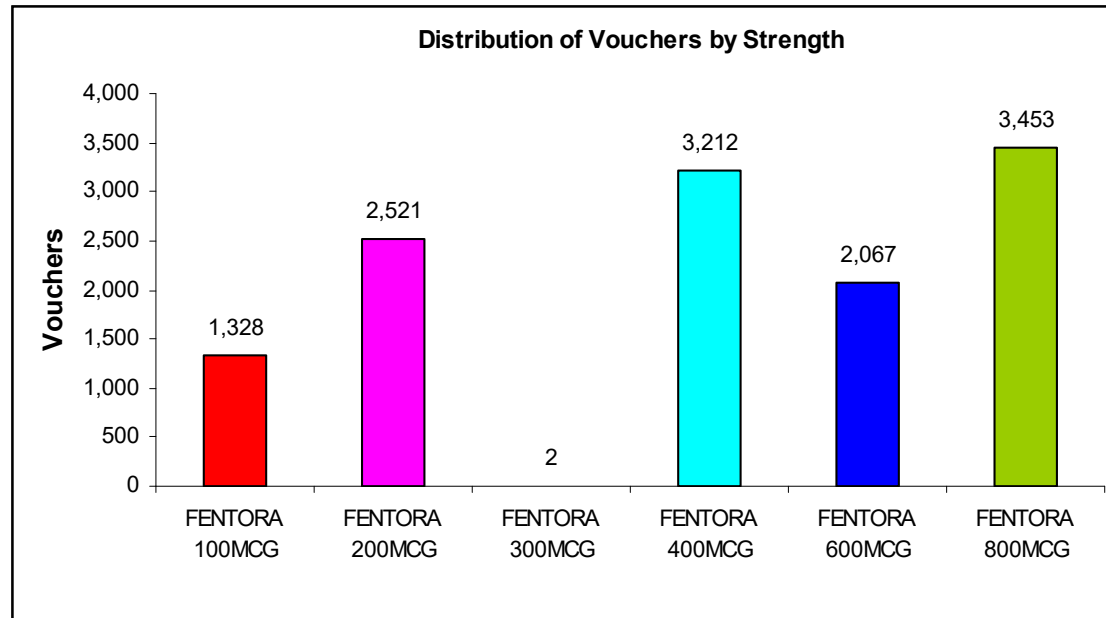


# Vouchers by Strength

Time Frame: Calendar year 2007

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**Question: What is the strength of Vouchers dispensed in calendar year 2007?**



Strength	2007 Vouchers	% Vouchers
FENTORA 100MCG	1,328	11%
FENTORA 200MCG	2,521	20%
FENTORA 300MCG	2	0%
FENTORA 400MCG	3,212	26%
FENTORA 600MCG	2,067	16%
FENTORA 800MCG	3,453	27%
Total	12,583	100%

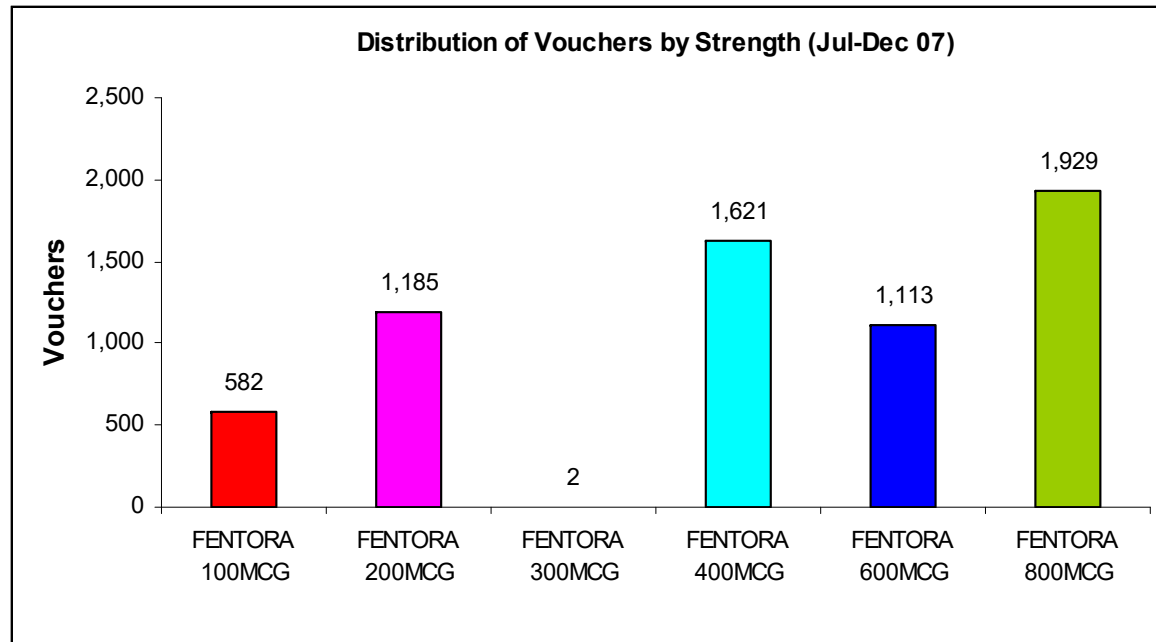
**The most popular strength for vouchers is 800 mcg (27%) followed by 400 mcg (26%) for calendar year 2007.**



# Vouchers by Strength

Time Frame: Jul-Dec 07

**Question: What is the strength of Vouchers for Jul-Dec 2007 time period?**



Strength	Vouchers Jul-Dec 07	% Vouchers
FENTORA 100MCG	582	9%
FENTORA 200MCG	1,185	18%
FENTORA 300MCG	2	0%
FENTORA 400MCG	1,621	25%
FENTORA 600MCG	1,113	17%
FENTORA 800MCG	1,929	30%
Total	6,432	100%

**The most popular strength for vouchers is 800 mcg (30%) followed by 400 mcg (25%) for the July – Dec 2007 time frame.**

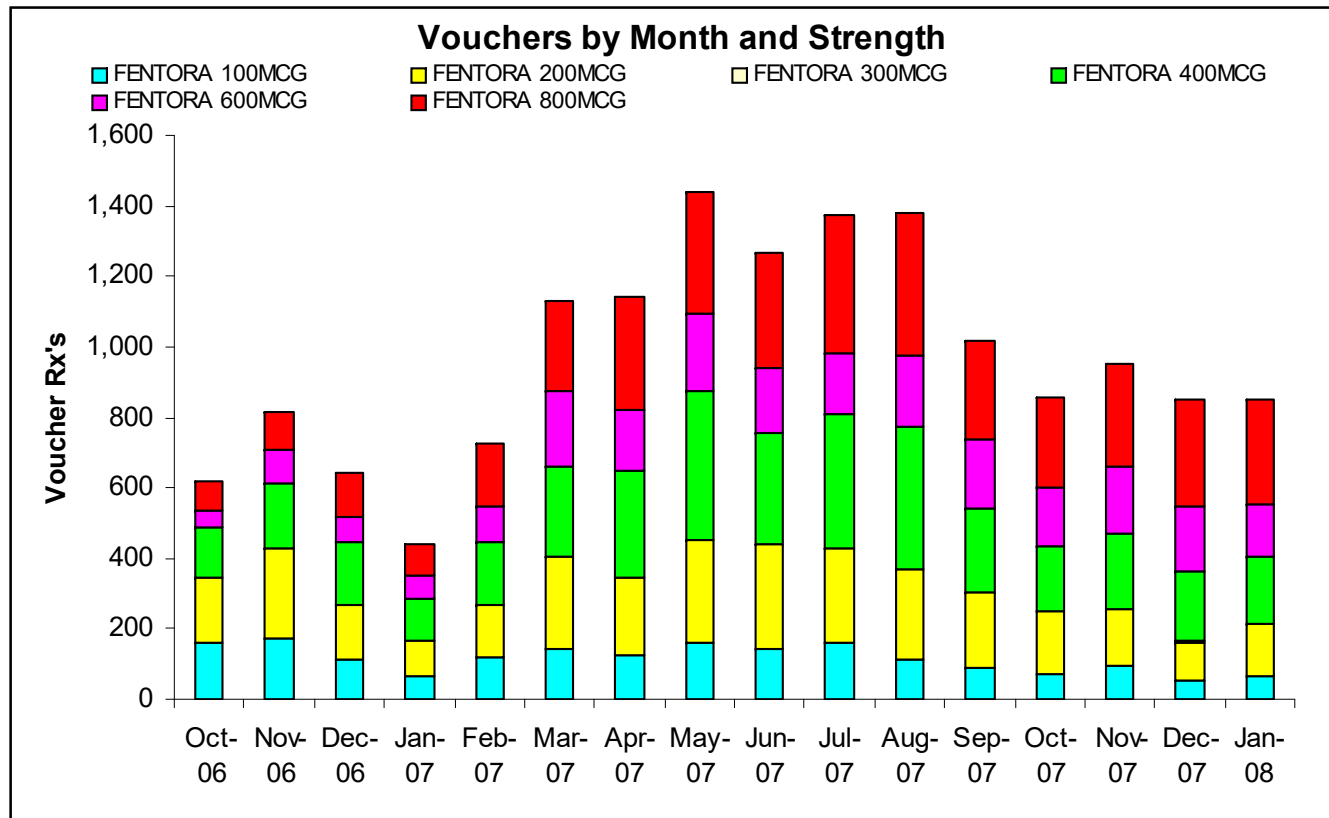




# Monthly Vouchers by Strength

Time Frame: Calendar year 2007

**Question: How many vouchers are given out in a month?**



**The number of vouchers grew significantly in 2007 and dropped subsequently.**

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# Monthly Vouchers by Strength – Data

Time Frame: Calendar year 2007

Month	Vouchers						TOTAL
	100MCG	200MCG	300MCG	400MCG	600MCG	800MCG	
Oct-06	160	183	0	146	45	82	616
Nov-06	170	259	0	185	91	109	814
Dec-06	112	155	0	182	71	125	645
Jan-07	63	105	0	116	68	89	441
Feb-07	117	152	0	178	99	182	728
Mar-07	142	262	0	259	212	258	1,133
Apr-07	122	224	0	303	172	321	1,142
May-07	161	293	0	419	219	347	1,439
Jun-07	141	300	0	316	184	327	1,268
Jul-07	159	269	0	379	174	395	1,376
Aug-07	114	257	0	401	201	406	1,379
Sep-07	91	211	0	241	197	277	1,017
Oct-07	73	178	0	185	166	256	858
Nov-07	93	160	0	218	191	290	952
Dec-07	52	110	2	197	184	305	850
Jan-08	64	149	0	192	150	293	848



# Activation Rate of Physicians – Vouchers

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Universe: 221 Physicians w/ Vouchers only (<\$300 of other promo)

**Question: What is the activation rate of physicians that receive essentially Vouchers?**

**Focus on physicians that get less than \$300 in other forms of promotion.**

	Physicians	Vouchers
Activated	45	101
Total	221	876
% Activated	20%	12%

**The activation rate of Vouchers among physicians that essentially get only vouchers is 20%.**



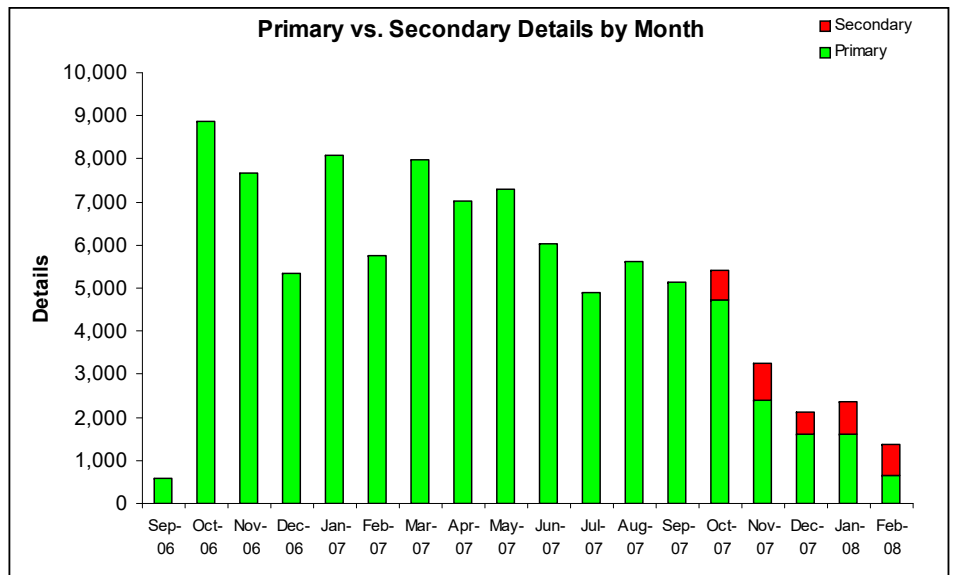
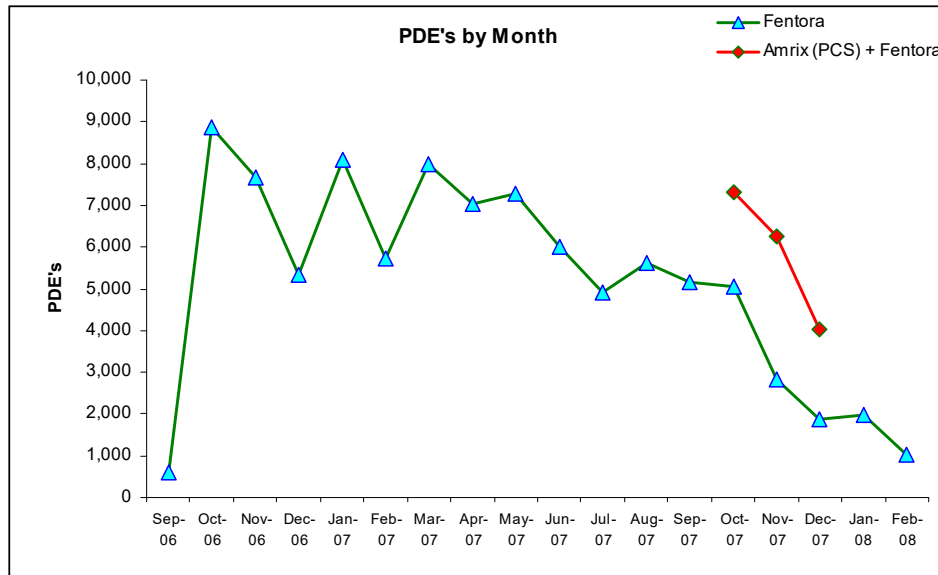
## III.7 Drop in Detailing

How much of the drop in Fentora detailing is due to Amrix detailing as opposed to a downsizing of the sales force (100 to 60) and relegating FENTORA to a second position detail?



# Drop in Detailing

**Question: How significant has the drop in detailing been? Reasons?**



Cephalon has been cutting back on the detailing of FENTORA. The drop in PDE's comes from:  
 (1) a reduction of the PCS sales force from 100 to 60 reps and (2) relegating FENTORA to a second position from a first position detail for some of the physicians, (3) promotion of Amrix by the PCS sales force.



# Drop in Detailing – Data

**Question: What is the drop in detailing?**

Month	Fentora Details					Amrix Details (PCS)
	Primary	Secondary	PDE's	Change	% Change	PDE's
Sep-06	589	0	589			
Oct-06	8,881	0	8,881	8,292	1408%	
Nov-06	7,665	0	7,665	-1,216	-14%	
Dec-06	5,350	0	5,350	-2,315	-30%	
Jan-07	8,079	0	8,079	2,729	51%	
Feb-07	5,740	0	5,740	-2,339	-29%	
Mar-07	7,980	0	7,980	2,240	39%	
Apr-07	7,033	0	7,033	-947	-12%	
May-07	7,292	0	7,292	259	4%	
Jun-07	6,019	0	6,019	-1,273	-17%	
Jul-07	4,900	0	4,900	-1,119	-19%	
Aug-07	5,633	0	5,633	733	15%	
Sep-07	5,144	0	5,144	-489	-9%	
Oct-07	4,722	686	5,065	-79	-2%	2,258
Nov-07	2,410	835	2,828	-2,238	-44%	3,417
Dec-07	1,601	534	1,868	-960	-34%	2,154
Jan-08	1,605	775	1,993	125	7%	
Feb-08	642	739	1,012	-981	-49%	

The largest drop over the period for which we have promotion data on Amrix (Oct – Dec 2007) is in Nov 07. In that month, FENTORA detailing dropped 44% and Amrix detailing peaked.



## IV. Appendices



# Cost Structure

**Question: What is the cost structure of the promo channels?**

Cnt	Promo Channel	Sub-channel	Unit Cost	Tot Cost \$	Quantity
1	Detailing Activity		\$180		
2	E-detailing		\$110	\$396,600	3,616
3	Mailings	Palio	\$0.61	\$35,000	56,990
		PDR (irrelevant for analysis)	\$0.97	\$41,650	42,837
4	Speaker Training Meetings		\$3,486		
5	Pads	Continuity	\$3		
		Tamper Proof	\$90	\$81,112	904
6	CSP	Rep Driven-Office	\$154		
		Rep Driven-Venue	\$254		
		Rep Driven-Teleconf	\$118		
		Marketing Driven (SciMedica)	\$593	\$211,250	356
7	Vouchers		\$147		
8	Doc alert (Epocrates)		\$8.03	\$60,000	7,470

- Provided by Cephalon

- Mutually agreed upon

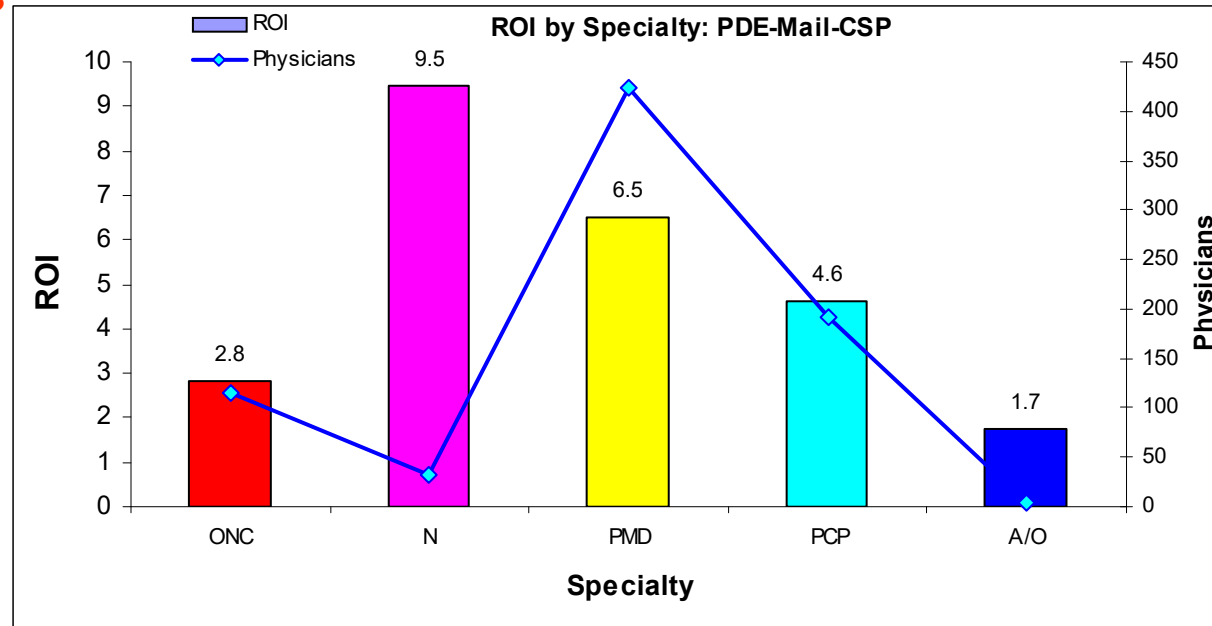




# Profile of PDE-Mail-CSP Physicians

Universe: 31,685 Skilled Users of Opioids; Time Frame: Jul-Dec 2007

**Question: Who are the physicians that receive the “PDE-Mail-CSP” combo (most popular in terms of spend)?**



Fentora Specialty Group	PDE-Mail-CSP Promo Combo					
	Physicians	ROI	Promo \$K	Fentora \$K	Promo/Phys	Fentora\$/Phys
ONC	115	2.8	85	238	735	2,068
N	32	9.5	54	508	1,674	15,864
PMD	424	6.5	592	3,835	1,396	9,044
PCP	192	4.6	213	982	1,110	5,116
A/O	5	1.7	7	12	1,319	2,302
Grand Total	768	5.9	950	5,574	1,237	7,258

**768 physician receive the “PDE-Mail-CSP” promo combo.**

**A large number of those are Pain Medicine specialists and their ROI is 6.5.**

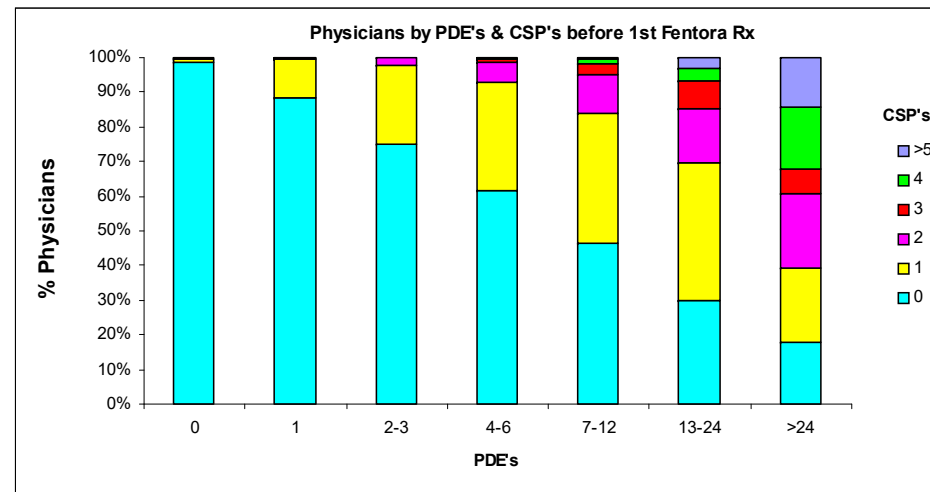
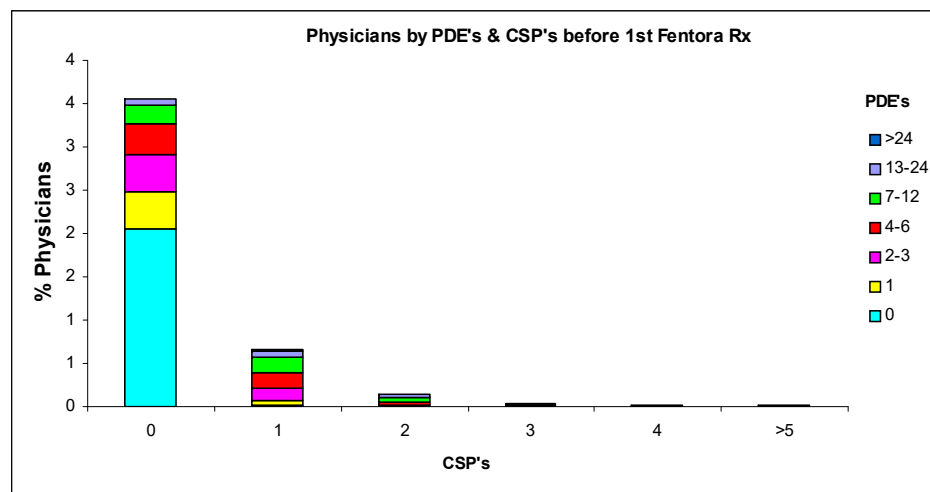
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# PDE's & CSP's before 1<sup>st</sup> Fentora Rx

Universe: 4,432 Fentora Prescribers; Time Frame: Oct 06 - Dec 2007

**Question: What is the breakout of physicians by PDE's & CSP's before their 1<sup>st</sup> Fentora Rx?**



**Physicians that receive more PDE's  
before the 1<sup>st</sup> Fentora Rx also tend to receive more CSP's.**